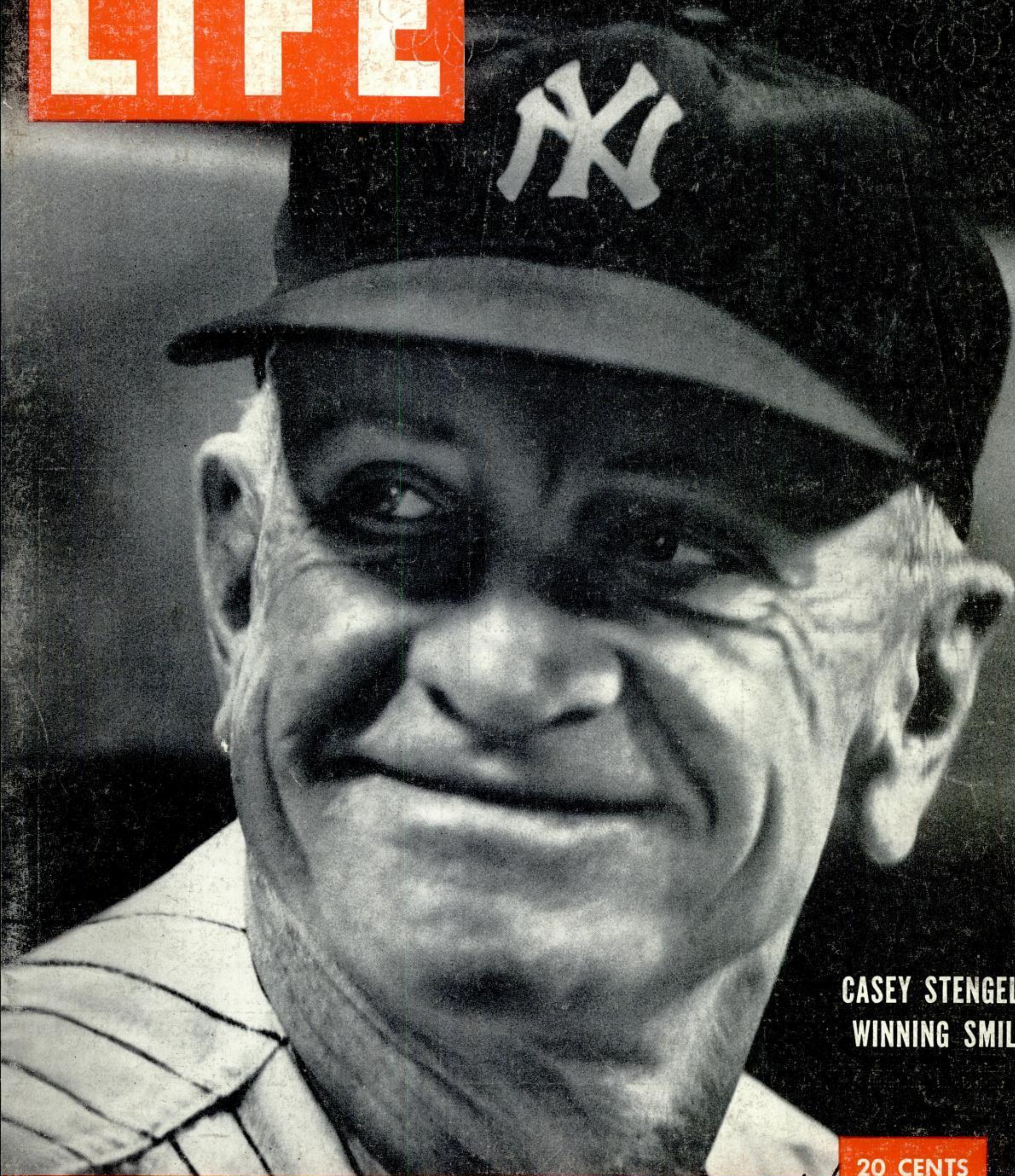


LIFE

COLOR PHOTOS MAKE GREAT CITY
INTO A NEW AND MAGIC WORLD



CASEY STENGEL'S
WINNING SMILE

20 CENTS

SEPTEMBER 14, 1953

REG. U. S. PAT. OFF.



*What do you look for
when buying towels?*

**GET MORE FOR YOUR MONEY
WITH THESE TOWEL TIPS FROM**
Cannon!

For color and design? Cannon offers you a wide and wonderful variety! Smart solids, gay stripes, rich sculptured effects, enchanting florals—all in a rainbow of colors—designed to harmonize beautifully. That means each one in your family can have “my own” ensemble in a favorite color. Lovely “Coronado” bath towel above, about **\$1.49**



For easy-on-the-budget prices? No matter what you pay, you get more for your money when the towel is Cannon! And *every* Cannon bath towel comes with matching face towel, finger-tip towel, wash cloth! Bath towel above, about **89¢**



For sizes to suit? Cannon towels come small, BIG and in-between, in sizes to suit your every need. And every one of them is designed to take years of hard wear and washing. Bath towel above, about **98¢**



For luxurious texture? Like every Cannon towel, the lush lovelies here wear Cannon's exclusive “Beauti-Fluff” finish! Gives them a thirsty softness luxurious beyond compare! “Sea Horse” bath towel, about **\$1.29**



Cannon Mills, Inc., 70 Worth Street, New York City 13 • Towels • Sheets • Stockings • Bedspreads • Draperies

More women buy Cannon towels than all other brands combined!

B.F. Goodrich Tubeless Tire

GIVES YOU A 17-FOOT SAFETY MARGIN AT A TIME LIKE THIS:

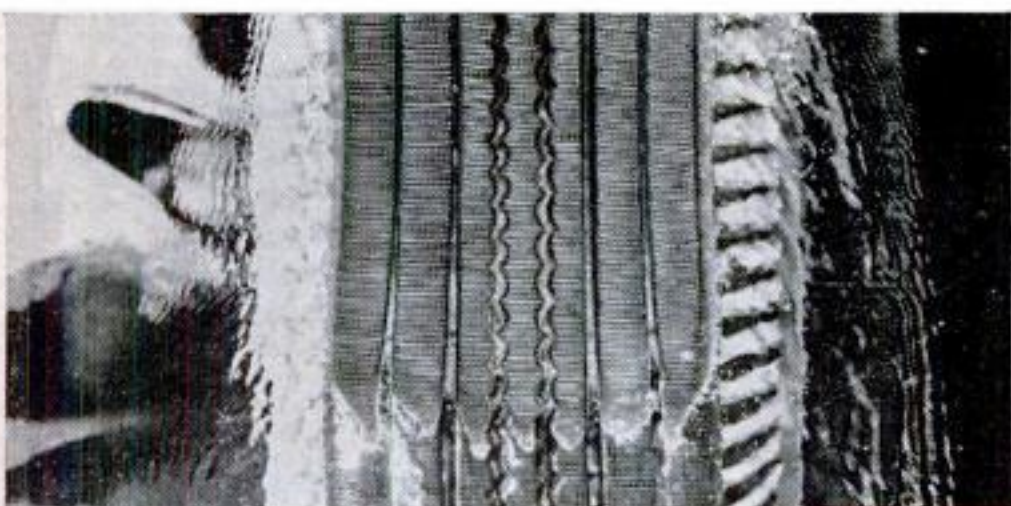
(Based on wet road demonstration at 30 MPH)



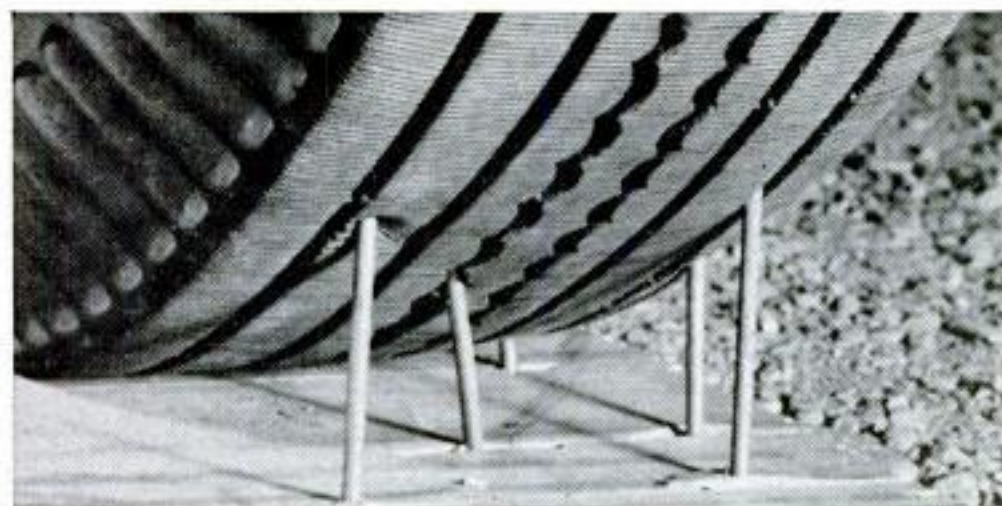
DON'T CATCH YOUR BREATH. We staged this ghost-car picture to show you the difference 17 feet, a car's length, can make.

In tests on wet pavement at 30 MPH, a car equipped with B. F. Goodrich LIFE-SAVER Tubeless Tires stopped a whole car length quicker (as the dark car is doing above) than it would have (ghost-car) on regular tires. In an emergency, that can be a life or death difference.

The LIFE-SAVER has an unusual tread. It's engineered with thousands of very small, very flexible grip-blocks. More grip-blocks, more closely spaced than any other tire. Their flexing wipes the slippery water film from the road. They grip like a caterpillar to give you a firmer hold on any treacherous surface—ice, snow or water—than you can get with any regular tire. See the grip-blocks in action (at left) below.



TAKEN THROUGH GLASS, this photograph shows clearly how the LIFE-SAVER'S grip-blocks flex in rolling. Water on the glass is wiped out of the way. The grip-blocks grab the surface like so many fingers.



PROTECTS AGAINST PUNCTURES & BLOWOUTS. The LIFE-SAVER also has a patented sealant that seals punctures and a patented liner that changes dangerous blowouts from bruise-breaks to safe s-s-slowouts.

			6.70-15 \$29.95 EACH PLUS TAX & YOUR OLD TIRE
			7.10-15 \$32.95 EACH PLUS TAX & YOUR OLD TIRE
			7.60-15 \$36.95 EACH PLUS TAX & YOUR OLD TIRE
			8.00-15 \$39.95 EACH PLUS TAX & YOUR OLD TIRE

Chart shows how little LIFE-SAVERS cost. And no tube to buy... ever.

5 YEARS AHEAD IN USE & PROOF

...it can be your LIFE-SAVER®

SEE THE B. F. GOODRICH LIFE-SAVER TUBELESS TIRE DEMONSTRATED RIGHT IN YOUR LIVING ROOM, TUNE IN "THE BURNS AND ALLEN SHOW" CBS-TV

Find your BFG Retailer in the Yellow Pages under "Tires". Or send coupon for his name and address to Dept. P-33, The B.F. Goodrich Co., Akron 18, Ohio.

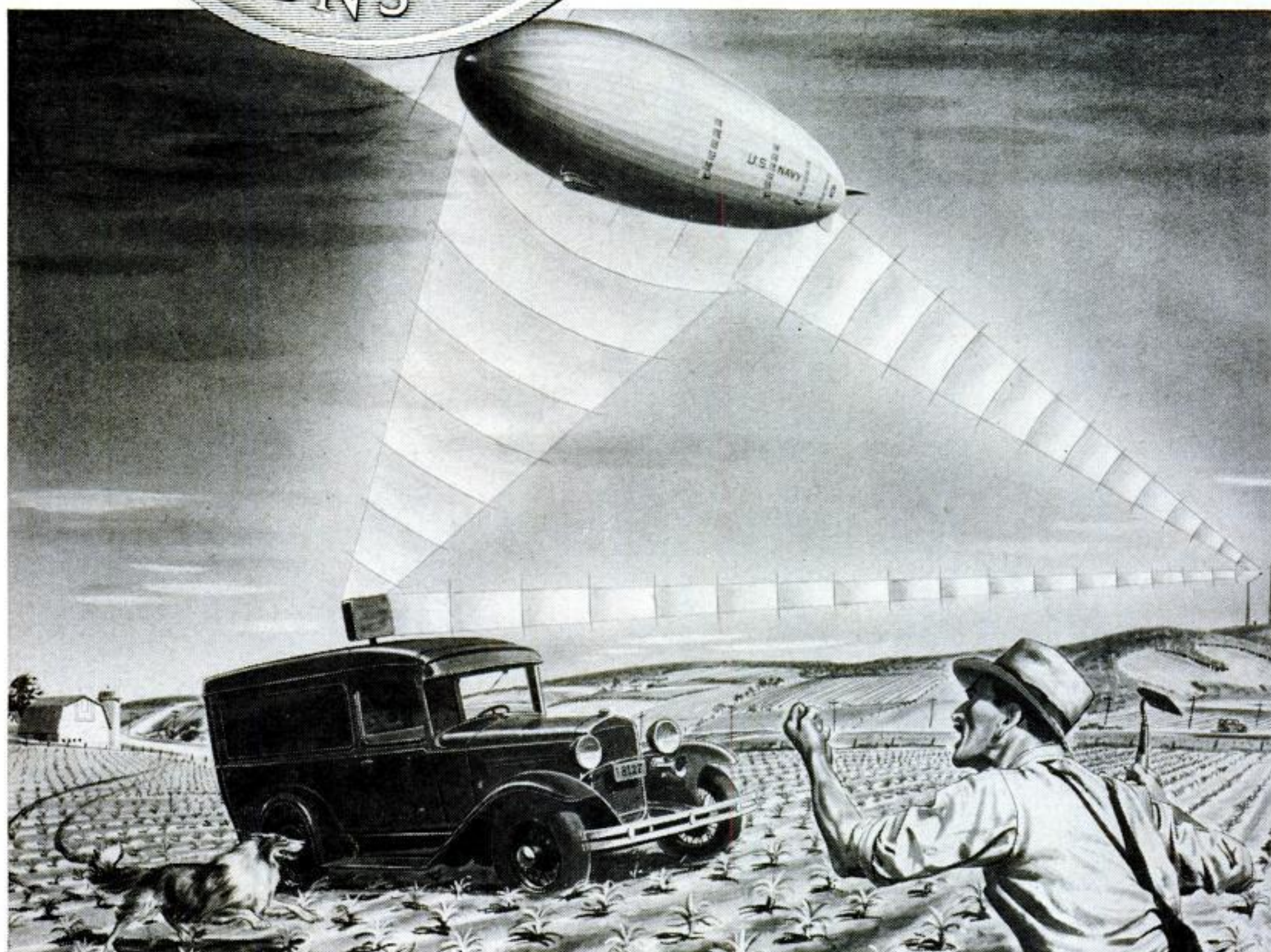


Name _____
Address _____
City _____ Zone _____ State _____



NEWS from the Electronic

IT TOOK RADAR



NAVY CITATION CREDITS VICE PRESIDENT OF BENDIX AVIATION CORPORATION WITH DISCOVERY OF FUNDAMENTAL PRINCIPLE OF RADAR



The latest type Bendix heavy ground radar for the nation's defense.

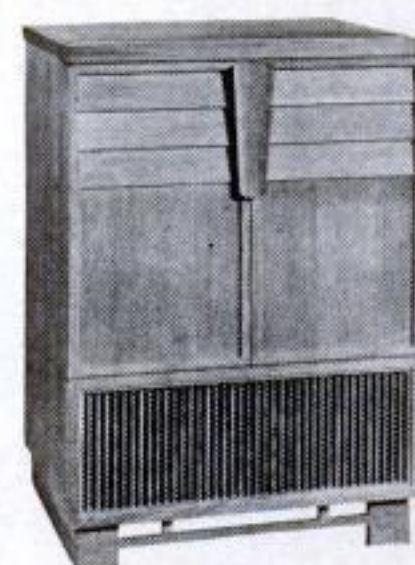
Like most great discoveries, it was without fanfare. The farmer was bellowing, his dog was yelping and the great dirigible *Akron* was droning lazily overhead, but L. A. Hyland never heard a thing. Cooped up in the dark interior of his panel truck, he was following the course of the dirigible—as surely and accurately as if he were looking at it—by means of radio waves reflected off the big airship. He had uncovered one of the basic principles of Radar . . . the greatest secret weapon of World War II!

This was in the early summer of 1931. The subsequent development of radar in all its forms has been accomplished by the cooperative efforts of American industry, the National Defense Research Council, the technicians of our military services. Bendix continues to play its full part with this great scientific team.

But the practical beginning of what we know today as Radar detection took place in a farmer's cornfield in Virginia. In 1950 the Secretary of the Navy's highest civilian award—The Gold Medal for Distinguished Public Service—was presented to Mr. L. A. Hyland, Vice President in charge of Engineering of Bendix Aviation Corporation, for "his great service to science and to the welfare of the United States."



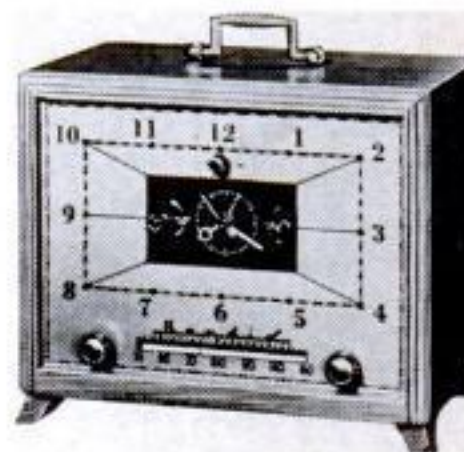
The Suffolk . . . 21" console built of flawless mahogany solids; authentic 18th Century styling.



The Corinthian . . . 27" console built entirely of blond oak solids and combed-grain veneers; distinctly new in modern design.



The Monarch . . . 21" console. Its rich, hand-rubbed mahogany is accented by a slender frame faced with a Loreda patterned inlay.



Bendix Clock-Radios are expertly color-balanced to match the texture of TV cabinets. Can be used as automatic timing devices to turn on TV and other electrical facilities about the home.

RINSO FALL CLEANING GUIDE

by Eleanor B. Cook, former Associate Editor of McCall's

These practical ideas will see you through quicker and easier than ever before.



KITCHEN CUPBOARDS. Wash cupboards at least twice a year. Use lukewarm water, brimming with Rinso suds. Wash dusty articles on top shelves with Rinso, too.



WOOD AND LEATHER furniture can be safely washed with a soft cloth wrung out in Rinso suds. Wipe off immediately with clean, damp cloth. Polish with dry cloth.



WALLS. Use a sponge or clean cloth wrung out in warm Rinso suds to remove stains and smudges from painted walls or washable wallpaper. Always work from the bottom to the top. Incidentally, when you see how clean Rinso gets your walls, you can imagine what Rinso will do for your sheets. And the **SOLUUM** in Rinso makes sheets look whiter than new.



UPHOLSTERED FURNITURE. Vacuum, then make thick, dry suds with Rinso. Apply to small area with soft brush. Remove suds immediately with clean, damp cloth.



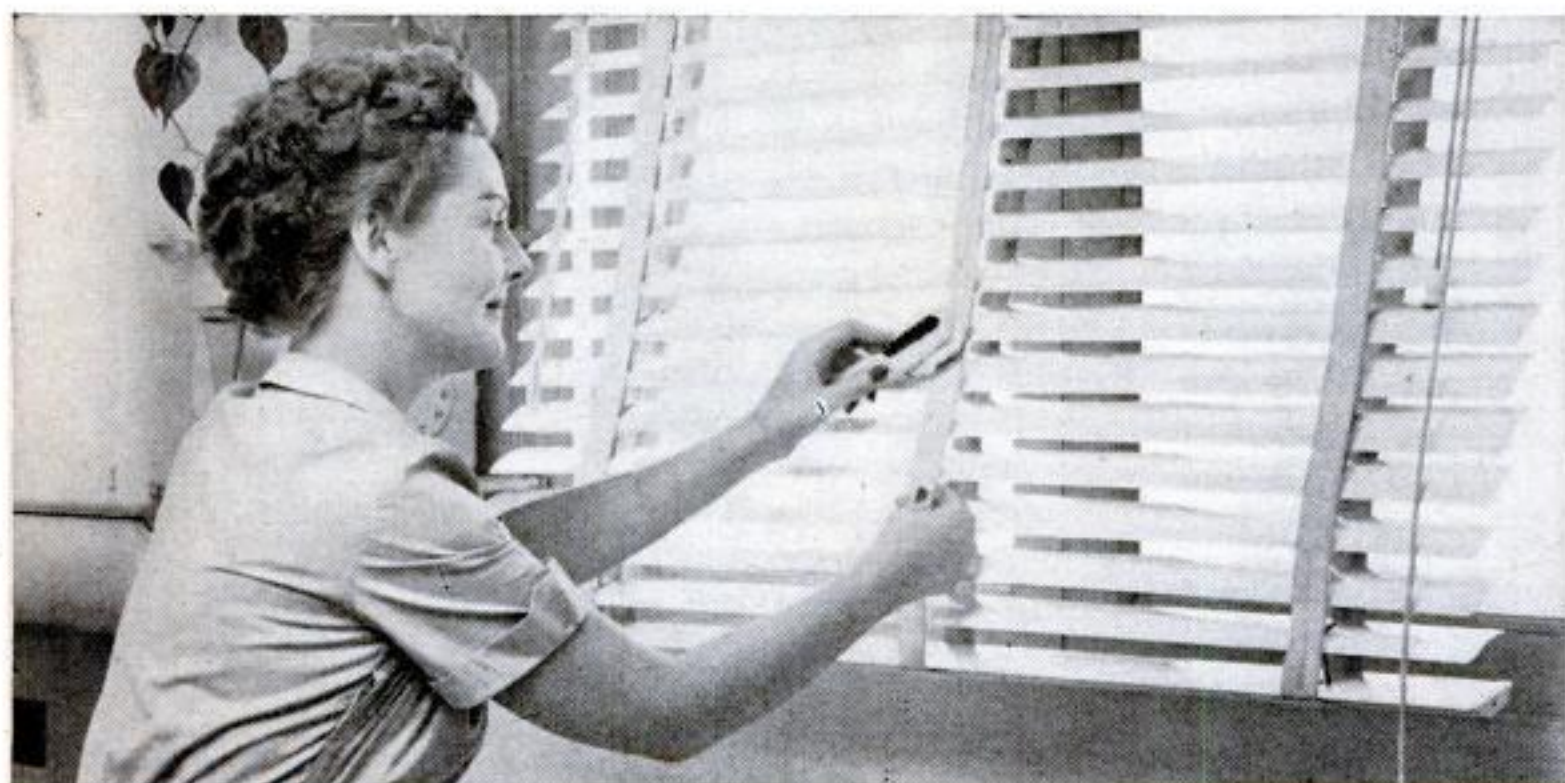
FABRIC LAMP SHADES. If sewn together and colorfast, dip shade in Rinso suds in deep tub. Use soft brush on special stains. Rinse. Pat out water and hang to dry.



BEDSPREADS. First, a short agitated soak in your washer. Then wash briefly in fresh, moderately hot Rinso suds. Rinse well. Hang to dry on two parallel lines (2 feet apart).



LINOLEUM FLOORS. Remove dirt by mopping floor with Rinso suds (suds only). Too much water injures floors. Rinse with mop wrung in clear water. Then wax floor.



VENETIAN BLINDS. Wipe each slat on both sides with a sponge wrung out in warm Rinso suds. Use a stiff brush dipped in suds on the tapes. Rinse with clear, warm water. Allow blinds to dry fully open. One of the best reasons for using Rinso at all times is that you can wash almost anything safely in Rinso—even the newest miracle fabrics.



SLIPCOVERS. Give washable items a short, agitated soak in warm, sudsy water. Wash briefly in warm Rinso suds. Rinse well. Hang up and shake occasionally.



SAVE 20%. You usually pay about 20% less for Rinso than for detergents. Rinso is guaranteed to satisfy you or your money back. Lever Brothers Company, N.Y. 22, N.Y.

This One



PQY2-TGF-E8S9



To 1 out of every 3

Kent—the one show you proof of greater

Every week, millions see convincing evidence that KENT's "Micronite" Filter is the cigarette filter that really works—giving true smoking pleasure, yet removing up to 7 times more nicotine and tars than other filter cigarettes.

If—like 1 out of every 3 smokers—you're sensitive to the tars and nicotine in tobacco, you want more than just a promise that a filter-tip cigarette will give you the health protection you need.

And KENT is the one cigarette that *gives you more than a promise*. Every week—on television and in store demonstrations—the effectiveness of KENT's Micronite Filter is tested before your very eyes... tested against other filter-tip brands selected at random from packages bought at retail!

The pictures shown here are action shots of one of these tests—as performed by Jonathan Blake, your host on the exciting TV show, *The Web*.



1. Everything equal. Two special glasses made with tubes through which smoke can be drawn are placed on a single sheet of plain white paper. Jonathan Blake explains that one glass will be used to test the smoke of the new KENT; the other glass will test the smoke of another filter-tip brand cigarette.



4. And here's your answer. When the glasses are lifted, you can see a harsh stain from irritants in the smoke of Brand X, scarcely a trace from the smoke of the KENT! The difference in the two stains represents the difference in the health protection you get from a KENT as compared to the filter-tip brand you may now be smoking!

Kent

with exclusive
MICRONITE Filter

full smoking pleasure...
plus proof of the
greatest health protection ever

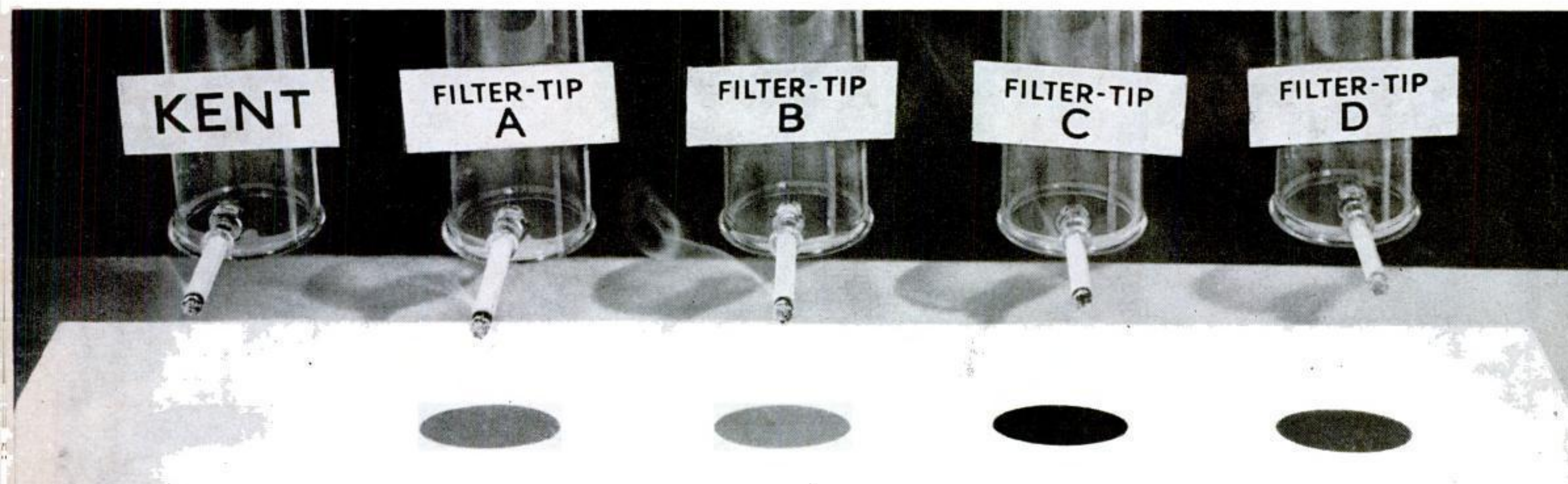
cigarette smokers:

cigarette that can health protection



2. Millions watch him. Blake draws smoke from the KENT into one glass, smoke from Brand X into the other. Notice that the smoke does not enter his mouth. It is drawn into the glasses exactly as it comes through the filters of the cigarettes—exactly as it would enter your mouth if you were smoking!

3. Time is checked. Blake allows a few minutes for the nicotine and tar particles in the smoke to settle on the white paper. KENT's Micronite Filter differs from all other cigarette filters, for it's made—not just of crepe paper, cotton or cellulose like other filters—but from a material that has been used to purify air in atomic energy plants.



5. Against all comers. Here are the results of the same test performed in a laboratory, showing how KENT's filtering effectiveness compares with four other well-known brands of filter-tip cigarettes. Again the stains on the paper show you the tremendous difference between KENT and other filter-tip cigarettes. Remember that, when you smoke, the same irritants

that have caused the stains are drawn into your system. Here is further visual evidence that KENT's Micronite Filter takes out up to 7 times more nicotine and tars than other filter-tip cigarettes. Here is proof that KENT offers you the greatest health protection in cigarette history! Why don't you start smoking KENTs today?

COMPARE COMPARE

G-E voted best picture 7 to 1



Model 21C225

GE BLACK-DAYLITE TV
WITH *Ultra-Vision*

General Electric
Comedy Theatre presents
RAY MILLAND
in "Meet Mr. McNutley"
TV & Radio—CBS networks—weekly

FROM coast to coast thousands of shoppers compared leading TV makes side by side. They voted G-E Black-Daylite TV with Ultra-Vision *best picture by 7 to 1 nationwide!* They voted G-E best because its blacker blacks and whiter whites create a picture so sharp and bright others pale by comparison. There's an important scientific reason. G-E has a million-dollar advancement in eye comfort. It's the world's first 21-inch TV with the high-contrast G-E Aluminized Picture Tube. See for yourself the *picture voted best by 7 to 1 nationwide.* Compare G-E today. G-E TV delivers every station in range both VHF and UHF.

G-E TV prices start at \$179.95

Includes Federal Excise Tax, one-year Factory Warranty on picture tube and 90 days on parts. Prices subject to change without notice. All channel UHF at slight additional charge.

General Electric Co., Radio-TV Dept., Electronics Park, Syracuse, N. Y.

You can put your confidence in—

GENERAL  ELECTRIC

How do we fit in?



NEXT TIME you step into a Bell telephone booth (alone, we hope) take a good look around...

At the telephone, the telephone book nearby, the overhead light, the electric fan... at the booth itself from which the wires run that connect you to millions of other telephones.

THEY ALL COME from us at Western Electric. It's our job—as the manufacturing and supply

unit of the Bell System—to provide almost everything Bell telephone people use in your service.

SOME THINGS we *manufacture* ourselves—the rest we *buy* from other manufacturers. Our test is: which way can we assure the Bell telephone companies of *highest quality at lowest cost*? On telephones, switchboards, cable, electronic apparatus, and so on, we

can best meet this test in our own factories—so we *make* them. But fans, office equipment, tools and a host of other things can best be made by others who specialize in their production—so we *buy* them.

THAT'S HOW WE FIT into the Bell System. We do our job well—and that's one reason why telephone service has gone up *so much less* in price than most other things you buy.



A UNIT OF THE BELL SYSTEM SINCE 1882



A WORK-FREE ROOM FOR RELAXING INSPIRED BY DOW VINYL PLASTIC

From Kenmar's **SWING KING** reclining chair in **BOLTAFLEX** Heather Tweed to the textured BOLTA WALL-TILE, vinyl makes for *easy upkeep, easy living*



Here is a room to be lived in . . . free of the eternal care and cleaning most rooms require. You don't have to worry about protecting the smart good looks of these newest upholstery fabrics and wall coverings by Bolta. Made of Dow vinyl plastic, they'll stay new-looking and well-kept in spite of the roughest wear.

No wonder Kenmar selected Heather Tweed Boltaflex to add the final touches

of utility and comfort to their Swing King chair. This remarkable upholstery resists dirt and stains almost indefinitely. Put your feet up, relax, let the children and pets climb on it . . . it wipes clean with nothing more than a damp cloth. To complete this carefree setting, the walls are covered with vinyl, too—Bolta-Wall by the yard and squares that you can even put on yourself. Bolta created them in

handsome textures and colors that blend with any decorating theme—in your kitchen, recreation room, den or any room in the house.

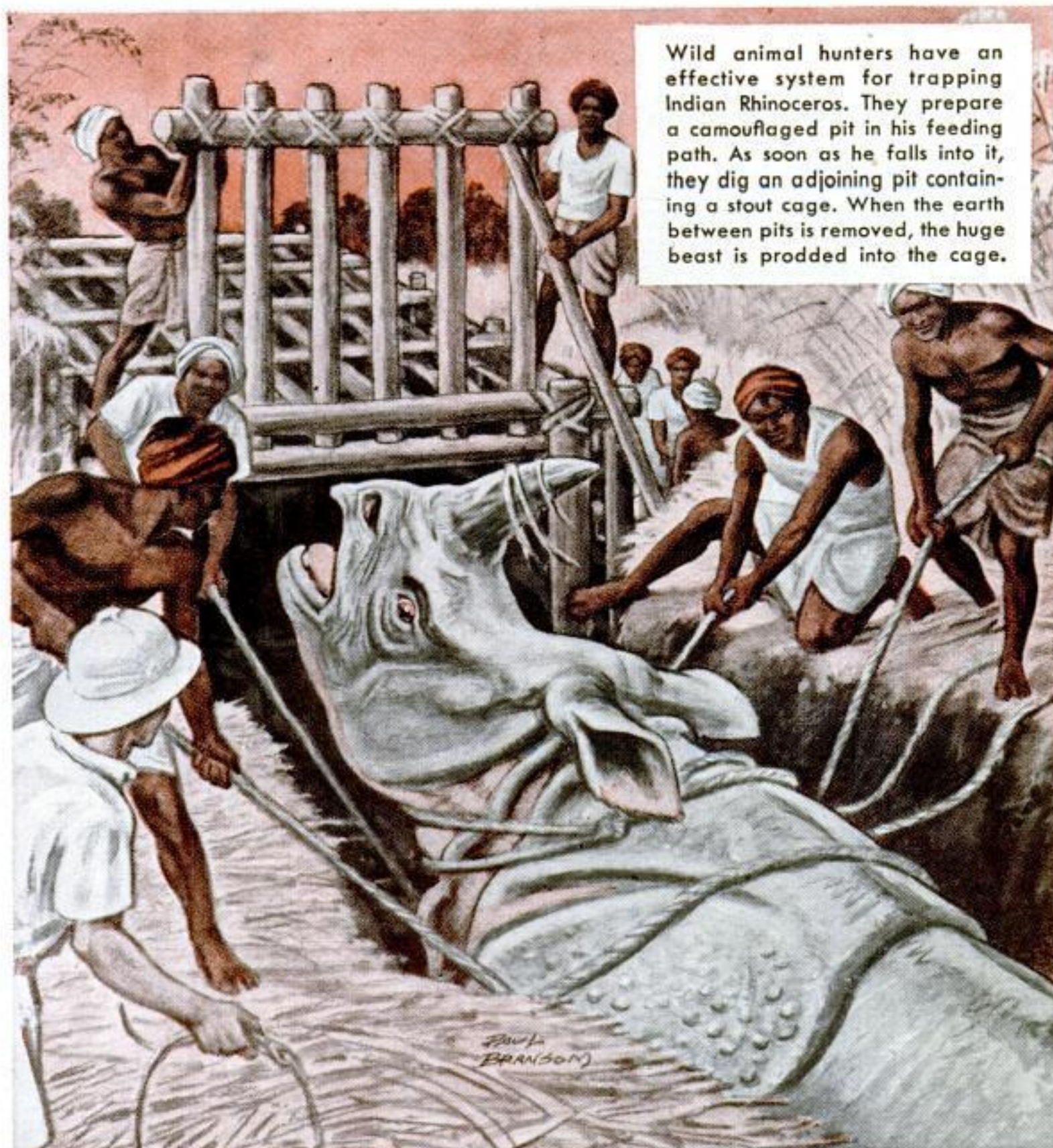
These and the many other products made of Dow vinyl plastic will give you a completely new concept of work-free, leisure living. Be sure to look for the Boltaflex label. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Dept. PL 1373.

you can depend on **DOW PLASTICS**



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TRAPPED



Wild animal hunters have an effective system for trapping Indian Rhinoceros. They prepare a camouflaged pit in his feeding path. As soon as he falls into it, they dig an adjoining pit containing a stout cage. When the earth between pits is removed, the huge beast is prodded into the cage.

AC Aluvac Is The Best Trap for Dangerous Engine Oil Dirt

Designing an effective trap for engine oil dirt requires even more ingenuity than does a rhinoceros trap. AC demonstrated that ingenuity by designing the Aluvac Oil Filter Element.

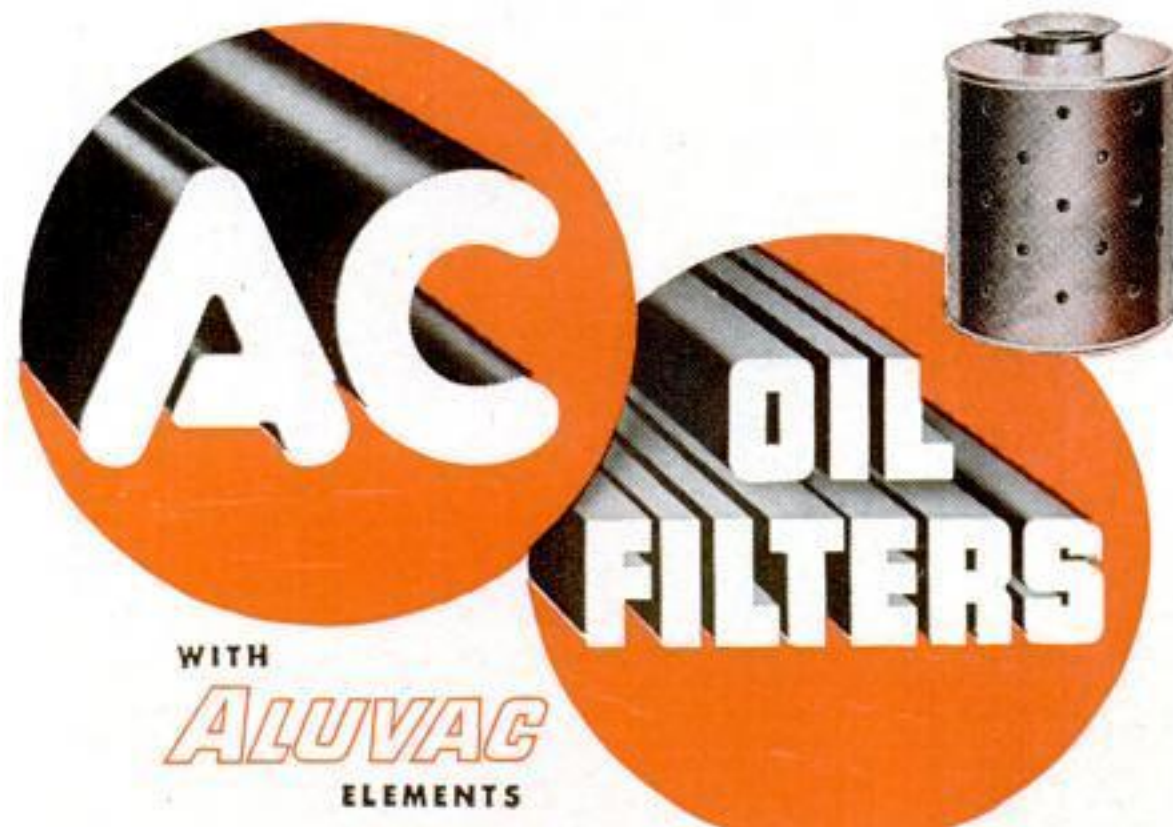
- **Microscopic filtration**—AC Aluvac removes sludge and dirt particles as small as 1/100,000 of an inch.
- **Maximum filtering area per cubic inch**—AC Aluvac has 10 times the area of ordinary elements.

- **No harmful chemicals**—AC Aluvac won't remove detergents from heavy duty motor oil.

- **Acidproof**—secret process renders AC Aluvac material resistant to acid, gasoline and water.

Change your filter element regularly—usually every 5000 miles. Insist on AC Aluvac—the element that pays for itself in longer engine life and reduced gas and oil consumption.

Protecting More New Car Engines Than Any Other Brand



AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION

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of
**HEADACHE
NEURITIS
NEURALGIA**

get

**FAST
RELIEF**

WITH



The way
thousands
of physicians
and dentists recommend

Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!



my MOM buys me

Plapet PLAY CLOTHES
because they fit

And they fit because Plapet togs are Scientific . . . sized according to children's height, weight and waist measurements. Grow-waist and self-help features combined with appealing styles and hard-wearing fabrics make Plapet play togs a wise buy, indeed, at penny-wise prices!

Which Child is 5 Years Old?

Both are, yet neither wears an AGE-size 5. Age is not the guide to proper size. Plapet togs are Scientific—sized by height, weight and waist measurements according to U. S. Government standards.



SIMON and MOGILNER LINDEKE BLDG. ST. PAUL, MINN.

Like hiring a "Handy Man" for pennies a month!

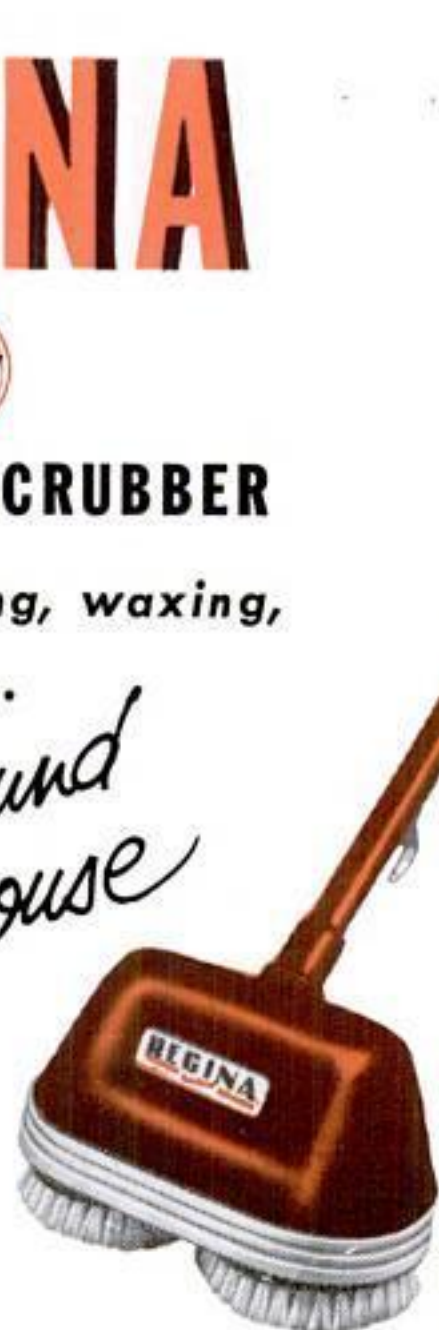
Versatile
REGINA



POLISHER and SCRUBBER

*Does your scrubbing, waxing,
polishing, buffing...*

*all around
the house*



Here's how you can enjoy the beauty of lustrous, gleaming floors and furniture... *without the hard work!* Just get yourself a Regina! At the touch of your fingertips, the lightweight Regina fairly floats over wood, linoleum, terrazzo—protects and beautifies *any* hard surface. Surprisingly, the Regina is priced lower than most vacuum cleaners. And—since it will serve you faithfully for many, many years—the Regina actually costs only a few cents for each month that you will use it! Let the work-saving Regina be the new "handy man" in *your* home. See it at your favorite store—consult telephone classified directory or write for name of store nearest you.



1. Regina scrubs *all* kinds of floors... in minutes! Scours linoleum, flagstone, terrazzo, travertine, wood floors... cleanses plastic, asphalt, cork, rubber or marble tile!

Regina Standard Equipment includes: 2 waxing and scrubbing brushes • 2 polishing brushes • 2 reversible buffing pads

Reconditioning Kit Extra Equipment: Handy 25-piece kit has everything you need to sand floors, tables, desks; and to dry clean floors with steel wool.

*Also producers of the Regina Elektrikbroom
—the easiest-to-use vacuum cleaner ever invented!*



2. Regina polishes professionally! Guided by your fingertips, the fine Tampico brushes polish a 12-inch path from wall to wall—into corners, right up to baseboards *without marring!* No rings, no streaks!



3. Reversible buffing pads quickly harden wax to mirror-bright, protective finish. Buff floors, tables, desks, book shelves. Wonderful for bedroom pieces, too.

FREE! Informative new booklet tells you how you can lighten *your* housework with a Regina Twin-Brush Polisher and Scrubber. Send for it today!



4. Regina gives you the gleaming-est kitchen counters in town! Polishes and buffs fire-place tile and brick, paneled walls, window sills, radiator covers, too.



5. Regina sands traffic spots—expertly refinishes worn spots on hardwood floors. Sandpaper discs are optional equipment.



6. Handy bench sander, too! Optional kit also includes *double-action* steel wool pads that dry-clean and wax as one.



7. NEW RUG-CLEANING ATTACHMENT does a real professional job at home with rug-cleaning compounds... *saves extra time and money!* No need to brush them in by hand. The work is done for you—quickly, easily. Perfect for ring-free spot cleaning, all-over jobs too. (Optional equipment, moderately priced.)

THE REGINA CORPORATION, RAHWAY 1, N. J.
Please send me, *free of charge*, your booklet

"THE STORY OF A MODERN CINDERELLA"

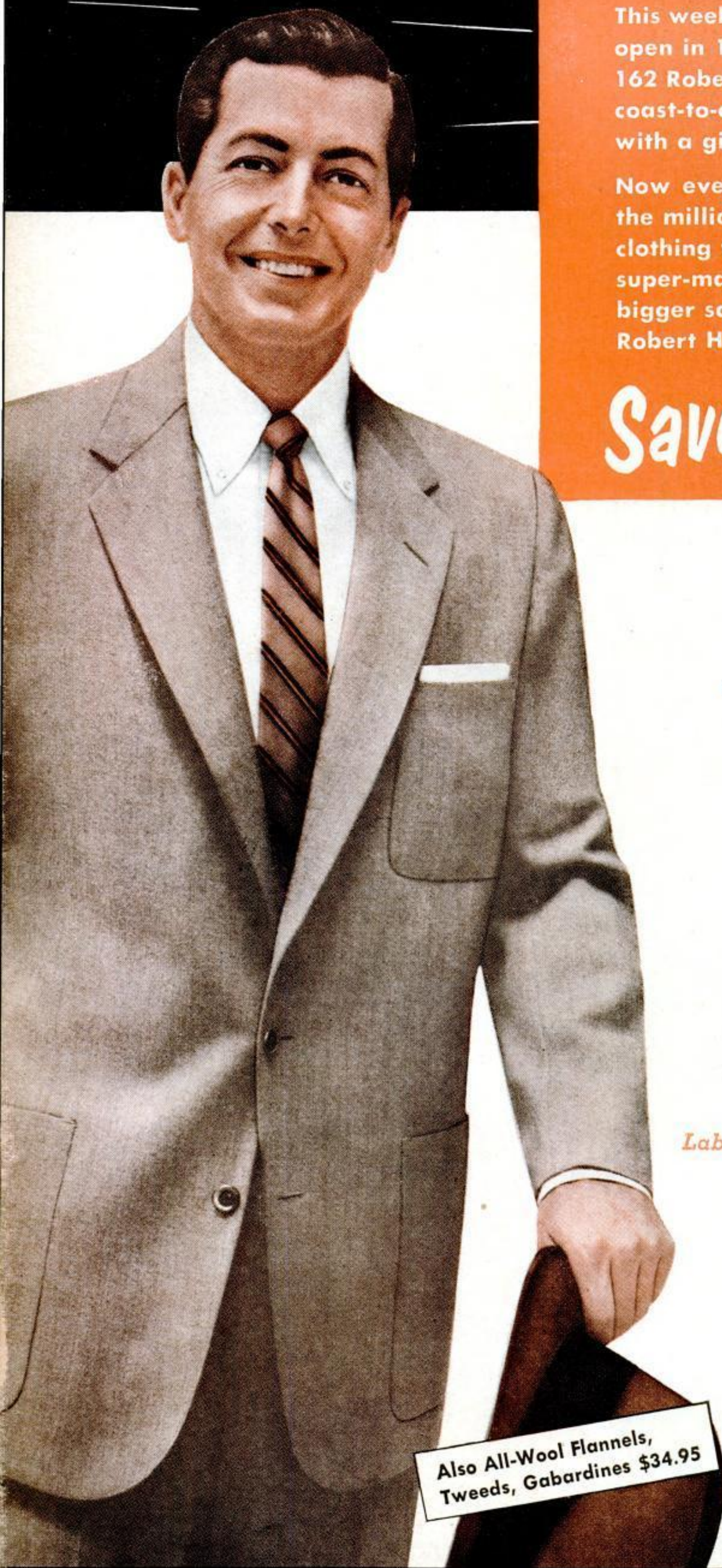
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IN CANADA: SWITSON INDUSTRIES, LTD., WELLAND, ONTARIO

Robert Hall Gigantic Expansion Celebration



This week 16 new Robert Hall Salesrooms open in 16 more cities—and all 162 Robert Hall salesrooms from coast-to-coast welcome them with a giant saving spree!

Now even more thrifty families will join the millions who shop and save on clothing the Robert Hall low overhead, super-market way—with better values, bigger savings than ever before in Robert Hall history!

Save 20 to 33%

New Fall suits tailored of the amazing new fabric

NURLON

guaranteed to outwear suits priced at \$50 and MORE!

34.95

COMPLETE ALTERATIONS INCLUDED

ROBERT HALL teamed up with one of America's top mills to create luxury-quality NURLON—the fabric that out-wears any suit you've ever worn. You could spend far more than \$50 and still not get these performance-proved features of NURLON; a blend of fine Australian wool, rayon and acetate! All sizes 35 to 48. Regulars, shorts, longs, stouts.

Laboratory tested 10-ways better Nurlon:

- 1 Holds press 3 times better than \$50 worsteds.
- 2 Nurlon: 3 times stronger than normal tensile requirements—resists rips and tears.
- 3 Nurlon: wrinkle resistance superior to \$50 worsteds.
- 4 Resists abrasion better than any known blend.
- 5 Seams twice as strong as normal requirements.
- 6 Nurlon: colors won't fade in any light, any climate.
- 7 Nurlon: unexcelled shape retention qualities.
- 8 Nurlon: absolutely shrinkproof.
- 9 Nurlon: won't stain or spot from rain or storm.
- 10 Nurlon: luxurious weave tailors like custom clothing.

See these amazing suits today!

Also All-Wool Flannels, Tweeds, Gabardines \$34.95



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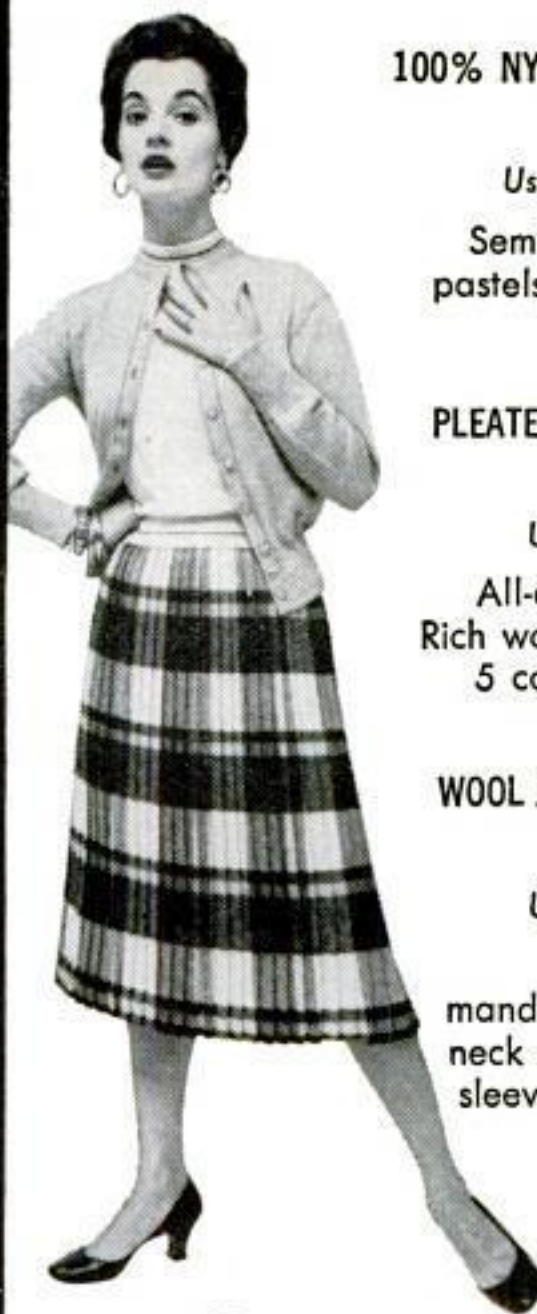


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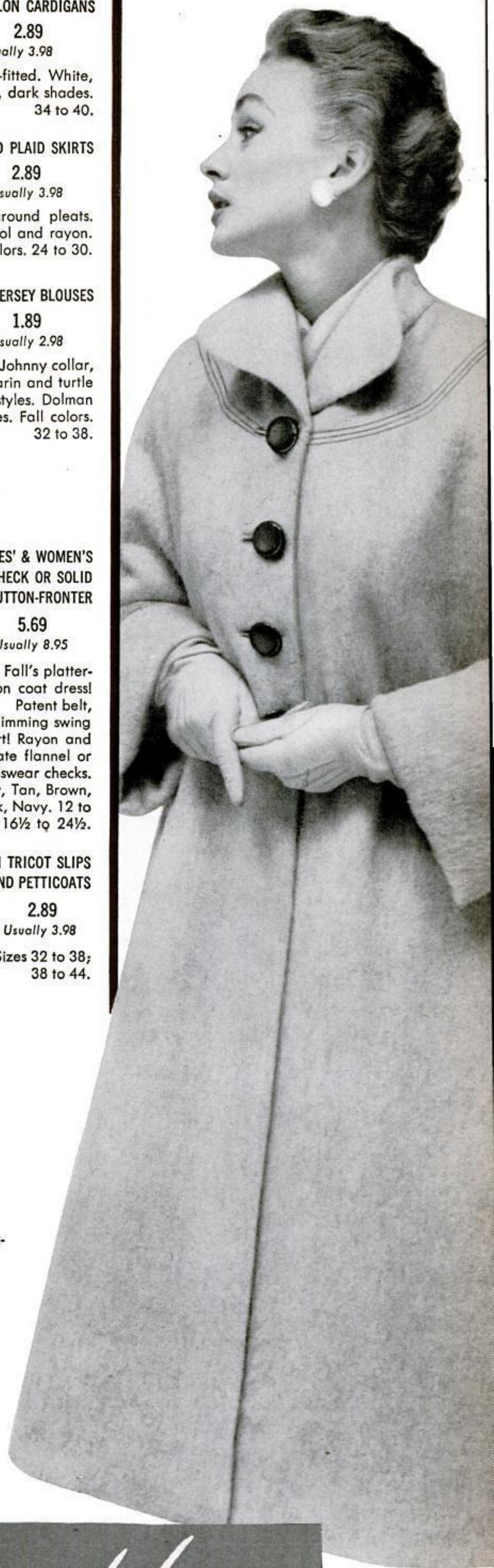
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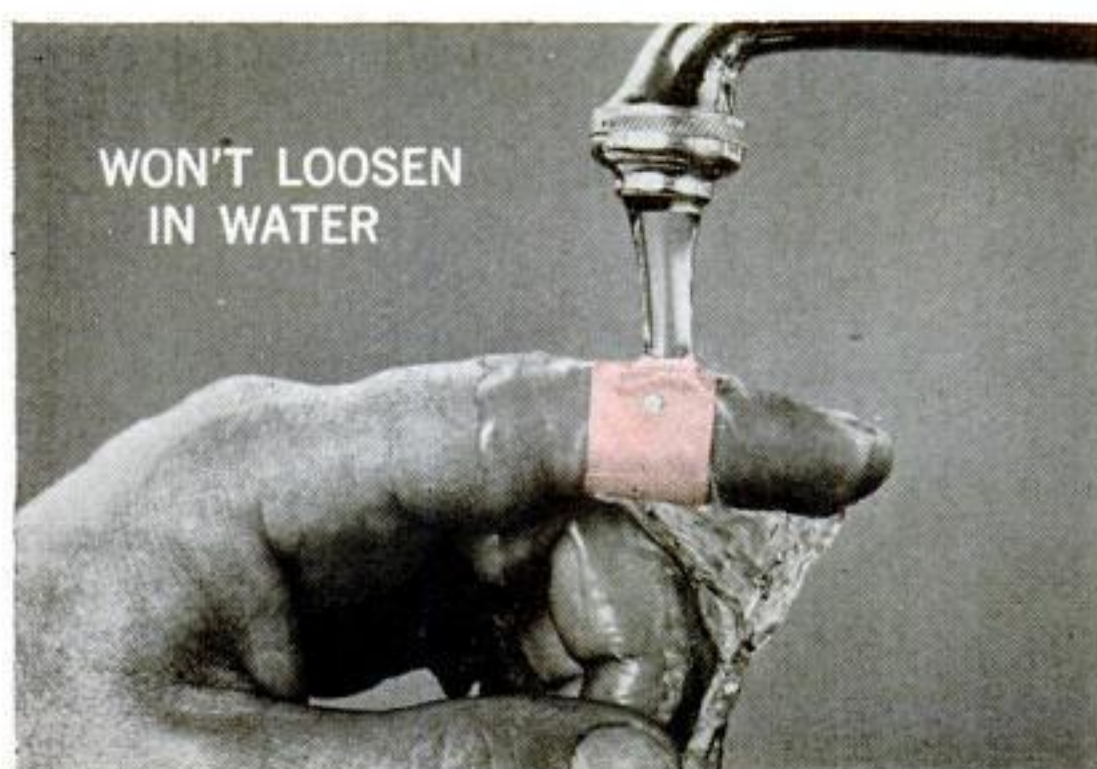
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LETTERS TO THE EDITORS

THE KINSEY REPORT ON WOMEN

Sirs:

As a psychiatric social worker who has spent a decade working with problems presented by the male, I want to congratulate LIFE for printing Ernest Havemann's review, "The Kinsey Report on Women" (LIFE, Aug. 24)...

Sexual problems cannot be divorced from human problems and to deny their existence is to deny the existence of life itself.

The reviewer is to be commended for associating Dr. Kinsey with such pioneers as Sigmund Freud and Havlock Ellis in bringing sex into the open and helping people face the fact that sex is universal and every normal body belongs to one sex or another.

MARY K. HUNT

Atlanta, Ga.

Sirs:

A kiss on both cheeks for Dr. Kinsey from this median female guppy! It is a great refreshment to find a real scientist spitting so accurately in Dr. Freud's late eye. The wishful thinking and vicarious eroticism of psychiatrists (male) in presupposing and encouraging ravenous sexuality in women may now, at last, come to an inglorious end... It should by now be sufficiently demonstrated that women will engage in activities they do not particularly enjoy, and which are frowned on by convention, just to escape a status combining the features of household utensil and plaster saint.

CAROLINE WHITSON

Sulphur Springs, Texas

Sirs:

Stop! Stop! Stop! Must everything in this materialistic world be reduced to a statistic?

MAURICE ZAHARA

Windsor, Ont., Canada

Sirs:

No good will ever come from the publishing of this report, except to fill the coffers of Dr. Kinsey and others.

VINCENT P. MCCONOLOGUE

Hollywood, Calif.

• Dr. Kinsey and associates are paid only their university salaries, get no money from their project or the sale of their books. All income goes to finance additional research.—ED.

Sirs:

Grandparents and great-grandparents fruitlessly have been warning that American morals are on the decline. With chilling hearts we senior citizens have observed this creeping hedonism... Kinsey's books may serve one purpose: they may supply excellent reference material for some future historian writing on the downfall of the U.S.A.

GUY HOLDEN

Indio, Calif.

Sirs:

I didn't think you would print such a piece of filth....

A. G. NEWKIRK

Somerville, N.J.

Sirs:

... Had Kinsey limited his amatory polling to women who were comfortably far removed (such as reporting on the amours of the aborigines or the peccadillos of Pago Pago) not an eyebrow nor voice would have been

raised in dissent. Having brashly selected the exalted American middle-class female, his life will subsequently not be worth a plugged nickel.

FLEUR TOMON

San Antonio, Texas

Sirs:

Hooray for Dr. Kinsey! If a woman is self-supporting, she should never get married. Sex is not a necessity in this world, it is a luxury.

MRS. VERA DOTTER

Allentown, Pa.

Sirs:

Women, in the report, are presented to us as generally "placid guppies" desirous only of pursuing their virtuous affairs unmolested by the unwelcome advances of the male. Is this use of such repellent artifices as seductive perfumes and kiss-proofed lips an attempt to discourage those attentions?

ARTHUR F. MEHRSTEDT

Los Angeles, Calif.

Sirs:

A word of encouragement to Mr. Havemann and our wonderful American men—all women are not as impassive as the pitiful subjects of Dr. Kinsey's interviews. Not one of us has the right to say we have loved and still draw the conclusion "that men are prancing, leering goats."

MRS. DAVID BYRD

Dallas, Texas

Sirs:

No matter how Kinsey tries to color it, women are not only interested in sex, they like it, and always have and always will...

MRS. DONALD L. HOYT

Bellaire, Texas

Sirs:

Was it unwillingness to offend your readers or just naive sentiment that prevented you from coming to the inevitable conclusion—that man's natural, "sexually balanced" state is polygamy?

A. N. FELDZAMEN

New Haven, Conn.

Sirs:

Your article on the new Kinsey report may scare a lot of youngsters who are looking forward to marriage. The specter of sexual incompatibility must look frightening indeed! The plain truth is that the partners in a good marriage are much more concerned with each other's over-all happiness than with sex.

ALLAN S. BEALE

Westwood, Mass.

Sirs:

Any thinking reader should be able to plan for the Utopia that will result if we make a few simple changes in our marriage habits.

Our teenage youths must plan to marry the spinsters and widows of wealth, thereby insuring themselves of a healthy economic future plus sex compatibility for them both. Then when the old gals die off and the men are still young in years but "over the hill" in sex, they can marry the foolish young virgins and again be compatible—and solvent. By the time the men are ready to depart, their younger wives will be ready for the teenagers.

D. RODNEY LEE

Pacific Palisades, Calif.

CONTINUED ON NEXT PAGE



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LETTERS TO THE EDITORS

CONTINUED

Sirs:

If man must be by virtue of his physique and glandular system "a prancing, leering goat," how does one explain Seán O'Faoláin's recent article, "Love among the Irish" (LIFE, March 16)? What is it that changed these roaring, sex-crazed tigers into such simpering, harmless kittens that the girls had to complain about their lack of interest in love and sex? Indications are that it was a form of social pressure. This is the very factor that has dominated woman's (and man's) life for centuries and makes Dr. Kinsey's conclusions about "biological" woman and man and their relationships pure poppycock.

EUGENE A. FRIEDBERG

Philadelphia, Pa.

Sirs:

Hooray for people like Kathleen Norris! Why place so much emphasis on "sex"?

SALLY A. FLETCHER

Springfield, Mass.

Sirs:

Kathleen Norris is a remarkable woman. In her brief article she depicted woman as she really is. Would man listen, and heed, he would learn more from her about woman than in all 842 pages offered by Dr. Kinsey...

MRS. W. A. NUNGESSER

Logan, Ohio

Sirs:

Dr. Kinsey's report has made me feel like a new person! I too was brought up as a "sternly guarded little girl" (to quote Kathleen Norris), but if it were true, as she says, that "there is not a woman in the world who has not since her earliest teens been aware that women are less susceptible to sex impulses," then I must be from out of this world! For, until now, I felt that I must be abnormal or "frigid." Many of my women friends also considered themselves so. Most of us would be perfectly willing to discuss our sexual experiences with Dr. Kinsey's staff...

NAME WITHHELD

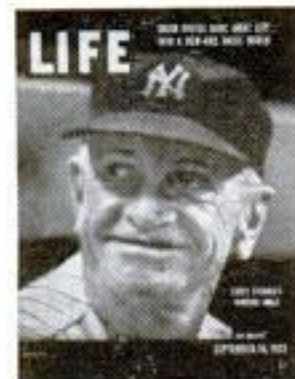
Harrisburg, Pa.

Sirs:

Kathleen Norris appears to feel a need to defend herself against the findings which conflict with Victorian morals, perhaps. But what a naive defense. She simply denies that the women interviewed were telling the

CONTINUED ON PAGE 21

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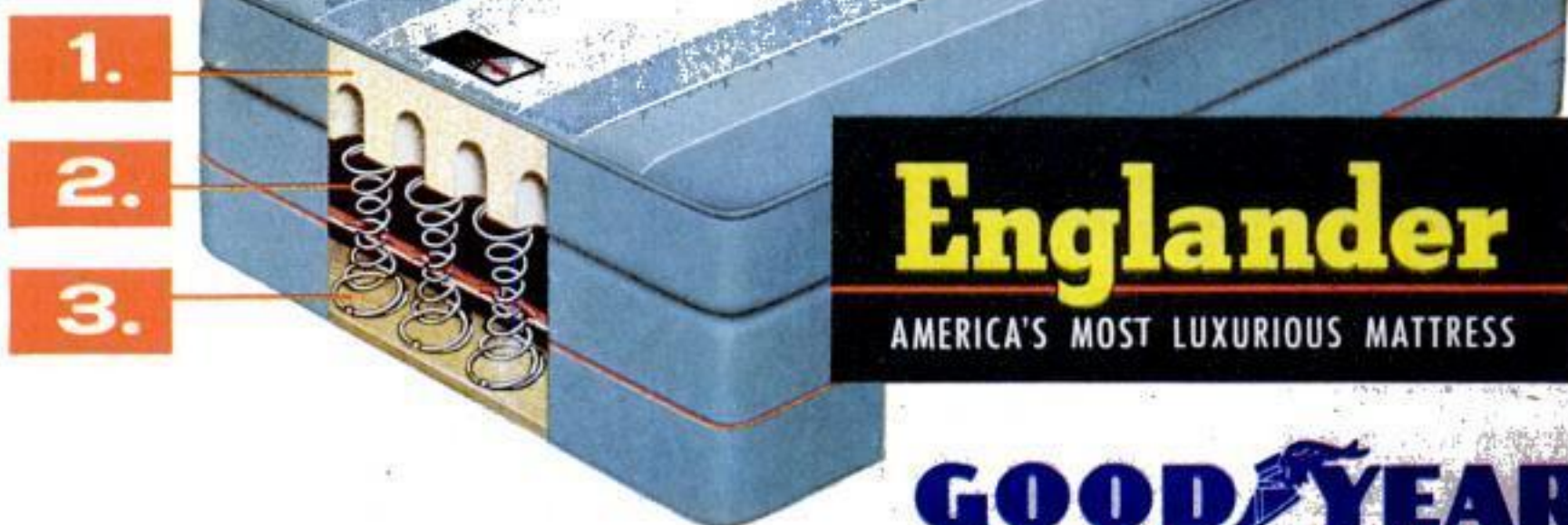
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LETTERS TO THE EDITORS

CONTINUED

truth. This is not worthy of a person
of intelligence. . . .

JOAN SOMMER DODGE
Champaign-Urbana, Ill.

Sirs:

As one of Dr. Kinsey's interviewed
"samples," I stick up for him and his
book. The questions are so skillfully
organized, interestingly presented
and tactfully asked that it would be
harder to lie than to come out with
the simple truth. Why would a woman
offer to give her history if she were
prepared to hold back the true facts?

Whatever is said in praise or blame,
the book presents a picture of female
sexual activity as it is. No amount of
protesting is going to change it.

ANNE R. REED
Dedham, Mass.

Sirs:

The names of the members of the
Kinsey staff under the picture on
page 48 are not correct. Your caption
should read (left to right) Dr. Pomeroy,
Dr. Gebhard, Dr. Kinsey and
Clyde Martin.

GLENN V. RAMSEY
Austin, Texas



• Thanks. Here are (above, left to
right) Dr. Pomeroy, Dr. Gebhard,
Dr. Kinsey and Mr. Martin.—ED.

Sirs:

Dr. Kinsey's emphasizing the differences
between the sexes may be all
to the good, as long as we don't mistake
"average" for "normal" and condone
our individual shortcomings on
the ground that we are no worse than
our neighbors.

IRVING NORTON FISHER
New Haven, Conn.

Sirs:

When Dr. Kinsey states that the
average man is more or less constantly
preoccupied with sex, I do not believe
him. . . . With so many genuine
pleasures available, why desecrate the
true function of sex?

ELSIE M. ANDERSON
Oakland, Calif.

Sirs:

. . . Kinsey, knowing more about
the subject of his study than most
people on earth, calmly announces
that his job is only to find the facts;
on exploding his bomb, he sneaks
away and leaves the reconstruction to
fools. The latter fall into the category
of those prudes who would bar sex
because it is unnatural or because
somehow "it ain't right."

Somehow, from all of this chaos
must come a reconstruction which
puts sex into its proper sphere. I feel
that it will be found that sex is not
the most important sphere of life but,
like breathing, a necessary and indeed
pleasurable function which should
not be hampered or distorted by corsets
of rigidity or abuse.

IRA JAY
Boston, Mass.

CONTINUED ON NEXT PAGE

*I dreamed
I was a fireman in my
maidenform bra*



I'm the chief
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in this five-alarm dream!
Dangerous, yes . . .
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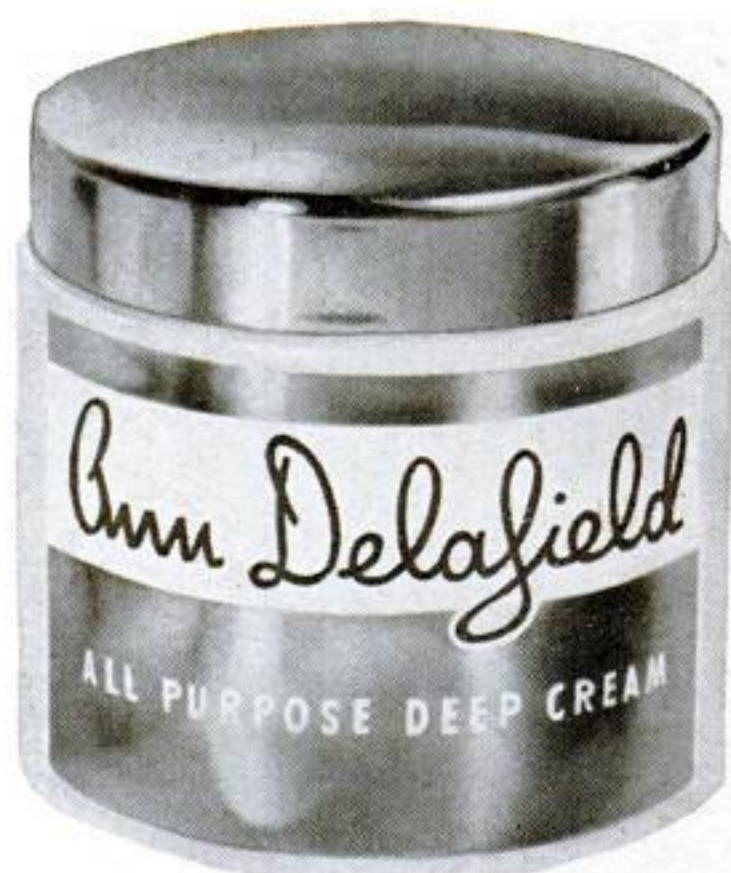
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LETTERS TO THE EDITORS

CONTINUED

CHIEFS AND TEPEES

Sirs:

I note in "The Chiefs and Their Tepees" (LIFE, Aug. 24) that our big military and naval men bicker and act childish about their living quarters. Everyone wants a decent place to live, but if our leaders must act this way, please don't tell us about it.

ROBERT G. SCHIFFER
Cincinnati, Ohio

Sirs:

From all appearances Big Switch in J.C.S. gives Chief small wigwam. The lack of consideration on the part of Admiral Radford's "inferiors" is disgraceful. I would say, "Mr. Carney, move over. . ."

RUTH S. NAULTY
Whittier, Calif.

Sirs:

I am quoting from Ernest Hemingway in his introduction to *Men at War*:

"I am always reminded of the story of Marshal Lefebvre who was entertaining a boyhood friend who could not conceal his envy of the Marshal-Duke's elaborate residence in Paris. 'So you are jealous, eh?' the Marshal peered at him. 'Eh bien, come out to the garden and I'll have 20 shots at you at 30 paces. If I miss you, then you can have the house and grounds and all that's in it. I was shot at a thousand times from as close range as that before I got this house.'"

MRS. VIRGINIA ALBERT
Braintree, Mass.

DESERT ANIMALS

Sirs:

In your otherwise splendid "Animals of the Desert" (LIFE, Aug. 24), you completely ignore the king of the desert, the coyote. Please give the valiant critter some credit.

H. A. FROBOESS
Santa Fe, N. Mex.



COYOTE

COLLEGE STYLES

Sirs:

Your clever little article on girls' inexpensively decorated college rooms has left me in the depths of despair ("College Fashions for Dates and Dorms," LIFE, Aug. 24). I have suffered through three unbearable years of torture living in a college room I decorated for \$18. If I had only known I could have changed all this for a trifling \$190 I would have run right out, robbed a bank, or bankrupted my parents, acquired the makings, and become the ever worshiped god of my female college friends.

JEAN McMASTER
Arcadia, Calif.

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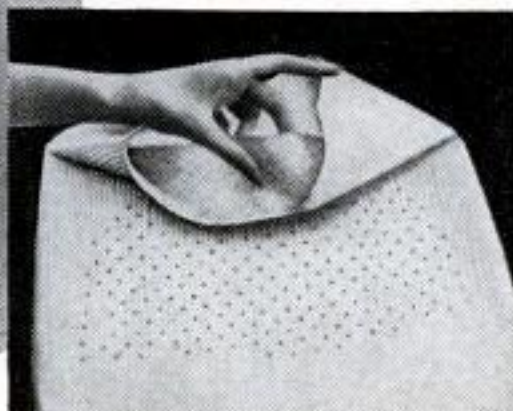
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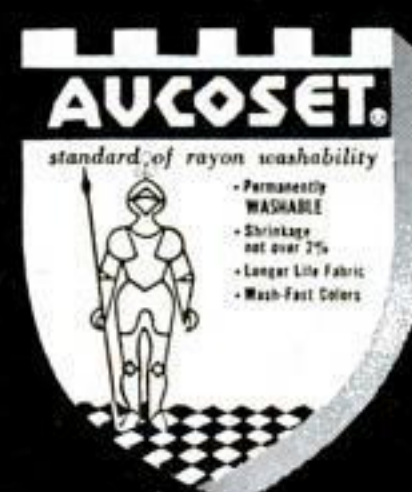
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I am a young girl married to a smuggler, Antonio. Not really married but we live together. One day I see Antonio's friend, José. I look at him this way—a warm look, no?

SPEAKING OF PICTURES

... Italian actress demonstrates plot of her first starring movie

On these pages Rossana Podestá, 19-year-old starlet of Italian films, is shown as she acts out the story of her first starring movie, a new Mexican production which is called *La Red* (*The Net*).

Last fall when LIFE reported the boom of Italy's cinema industry (Oct. 20, 1952), a picture of Miss Podestá's lower half opened the story, and one of her upper half ended it. Putting the two halves together, a Mexican film producer decided Rossana filled all the requirements of *La Red*'s heroine ("she had a look both primitive and poetic"). He promptly imported her from Rome to Mexico City, put her in this revealing costume of torn rags and started his cameras turning.

A big hit in Mexico, the film will soon be released in France, Italy and the U.S. To tell the movie's simple plot, Rossana donned the costume which is her entire wardrobe in *La Red*, twisted her pretty features and figure about while these pictures were taken and, between poses, delivered a running commentary.



We love each other, José and I, but we are innocent. We lie together like this, and smoke cigarets. It is very satisfying. But Antonio begins to suspect. He drinks very much.



Antonio stumbles and staggers, and he gives us what we call the evil eye, like this. One day he sees José and me making love on the beach. This time we are not smoking.



First Antonio hits me this way. He punches José and they fight very hard. Antonio is strong but also drunk. He is smashed down.



Antonio gets a gun. From high on a hill he aims at José. He shoots—poom! But the aim is not good, the shot hits me, I stagger and I fall, proom!



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keep underarms
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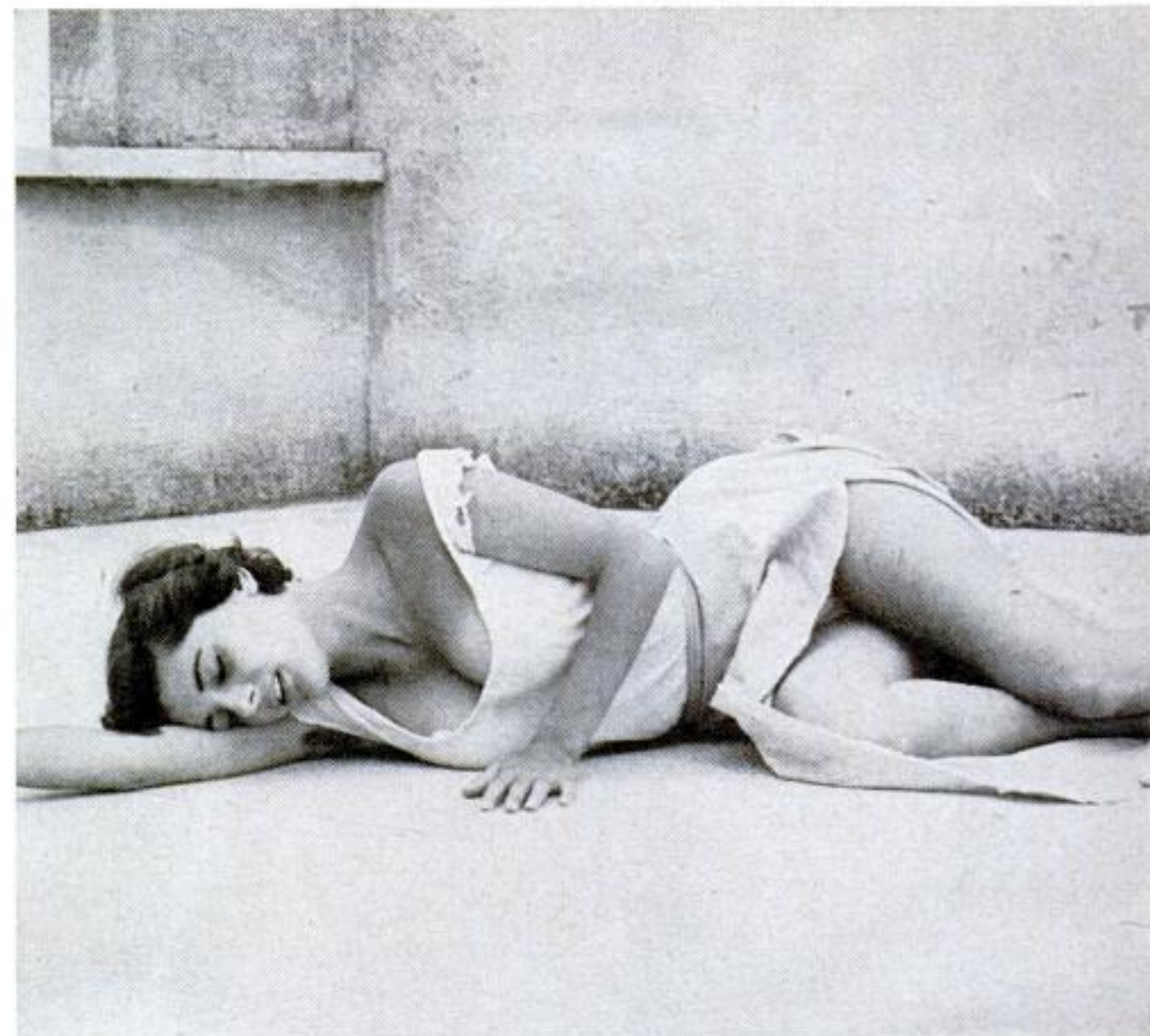
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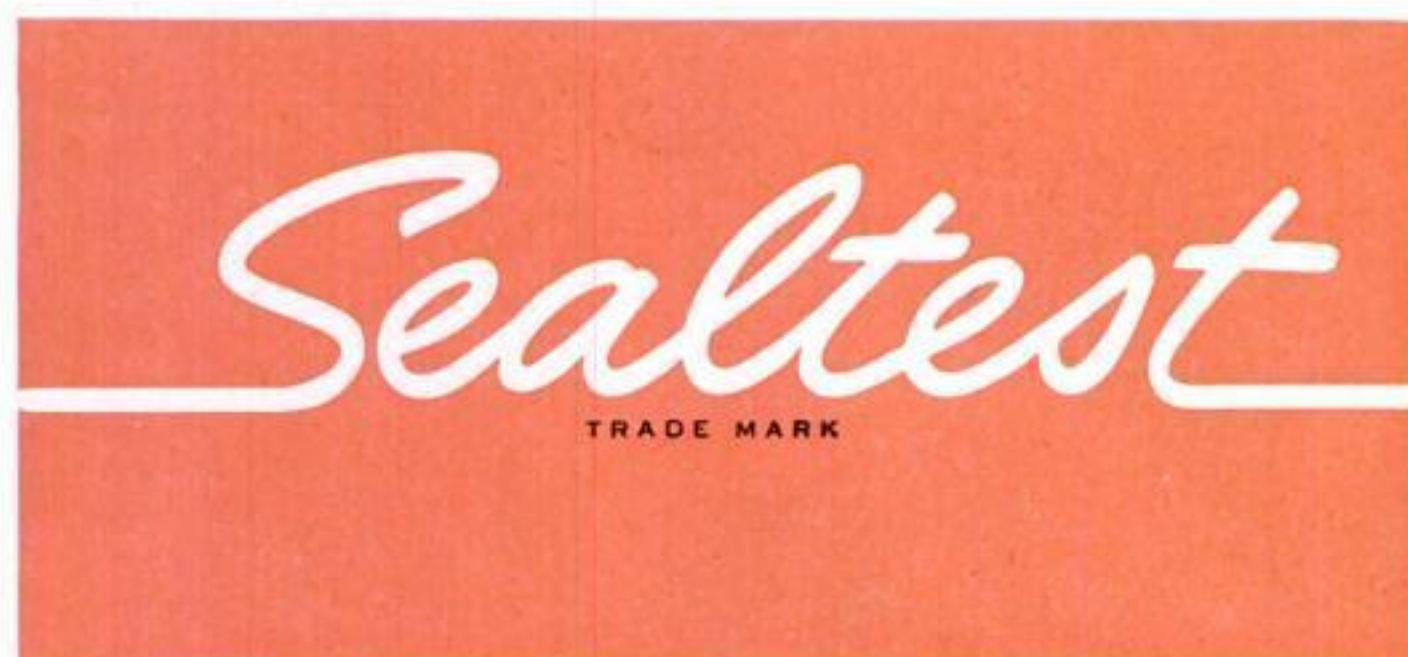
*As I am dying from the bullet, guards
 rush up and shoot at José.
 Their aim is better and José is killed.
 But I am spared seeing my lover dying
 because by now I am already dead.*



*Antonio picks me up gently like this.
 He is heartbroken. He walks into
 the water. It rises higher and higher.
 Soon it covers him and he dies too.
 It is not exactly comedy.*

...tastes twice as good

with



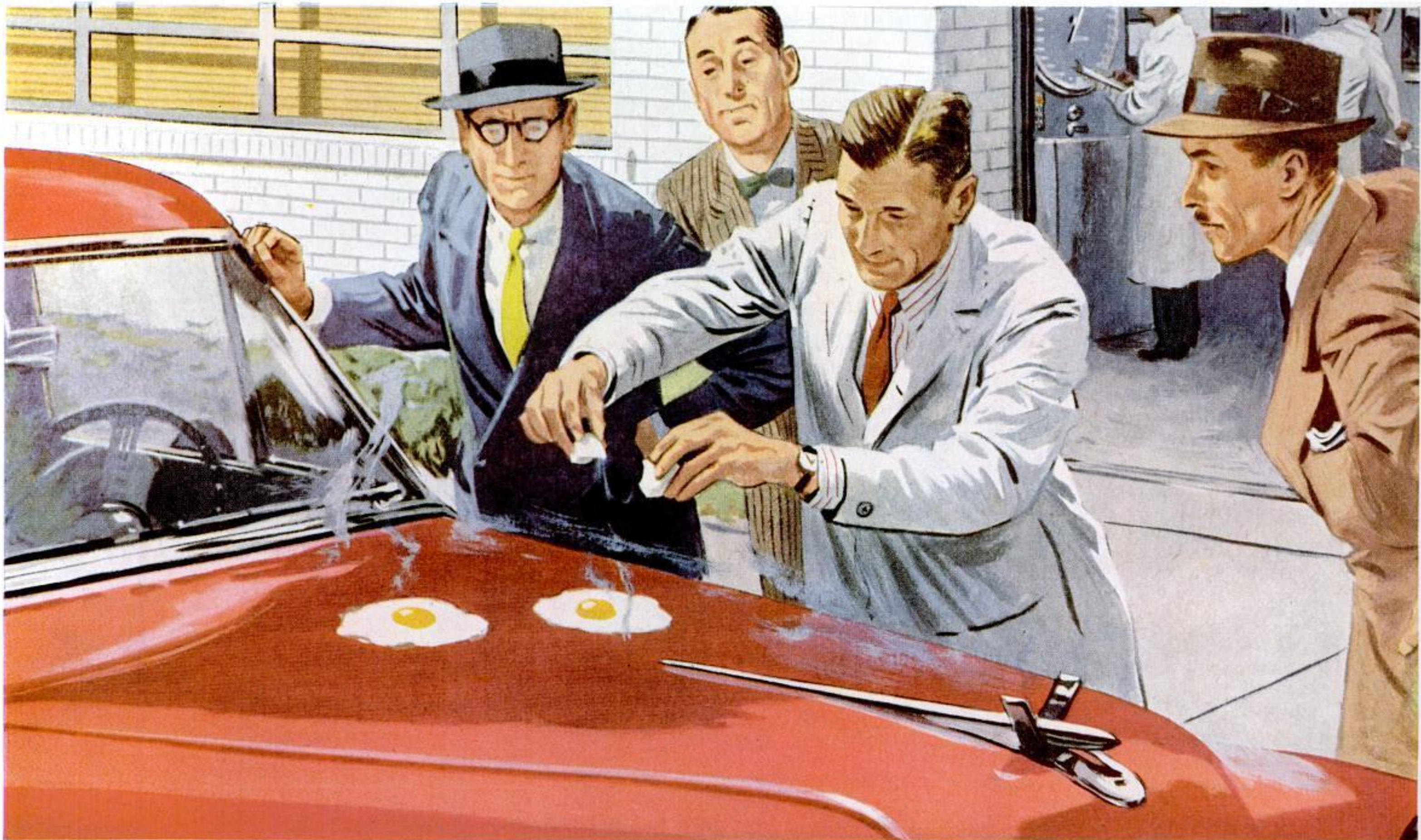
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milk and other foods—and it's your assurance of purity, quality and delicious flavor.

How this "trick" can save you battery trouble



We don't recommend frying eggs on the hood of a car, but it does demonstrate what kills most batteries. Scorching underhood temperatures—heat from hard summer driving and overcharging generators—"bake out" a battery's starting punch. But the damage doesn't show up until the first cold spell.



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PIETER BRUEGEL'S "THE WEDDING DANCE," ANTHROPOMORPHIC POKER GAME AND WILLIAM HOGARTH'S "SCENE IN A TAVERN"

OF NATURE AND ART AND A PUPPY DOG'S TALE

Photographs are made by channeling the light from a given subject through an aperture onto light-sensitive film. Because of this basic technical fact photography is generally an accurate reflection of nature, of things as they are. Looking over this issue as it goes to press, we find some striking evidence of the old adage that nature (*i.e.*, photography) reflects art. The pictures of the Dutch wedding party on pages 208-210, especially of the fluidly contorted dancers, have the flavor of old paintings by Bruegel. This week's movie, *The Beggar's Opera* (pp. 97-100), frankly imitates William Hogarth, who used his ribald drawings to point out the evils of 18th century life.

On the other hand Photographer Ernst Haas, whose first color portfolio on New York appears on pages 108-120, took enchanting pictures of the city to which two eminent ladies might object as not reflecting things as they really are. Authoress Edna Ferber and Mrs. Wendell

Willkie have both vented their public disgust with the "filthy" condition of New York. But Haas doesn't ignore oil drippings on the pavement, the grotesque litter of junk yards. As seen through his camera even these take on a simple beauty. Without coming out for dirtier cities we'd venture to say that Haas's artistic eye penetrates the dirt to a very real and important aspect of the city.

As respecters of the realities of nature, we don't ordinarily catch ourselves committing anthropomorphism, which is the ascribing of human qualities to things not human, such as animals. Pretending, for instance, that dogs can play poker (*above*) or write in the first person we usually find a pretty silly business. But Dave Scherman, who took the pictures and wrote the text on pages 85-90, gave us such an astringently uncoy version of it that we couldn't resist printing his anthropomorphical account of the soft life and hard times of Sam, the basset puppy.

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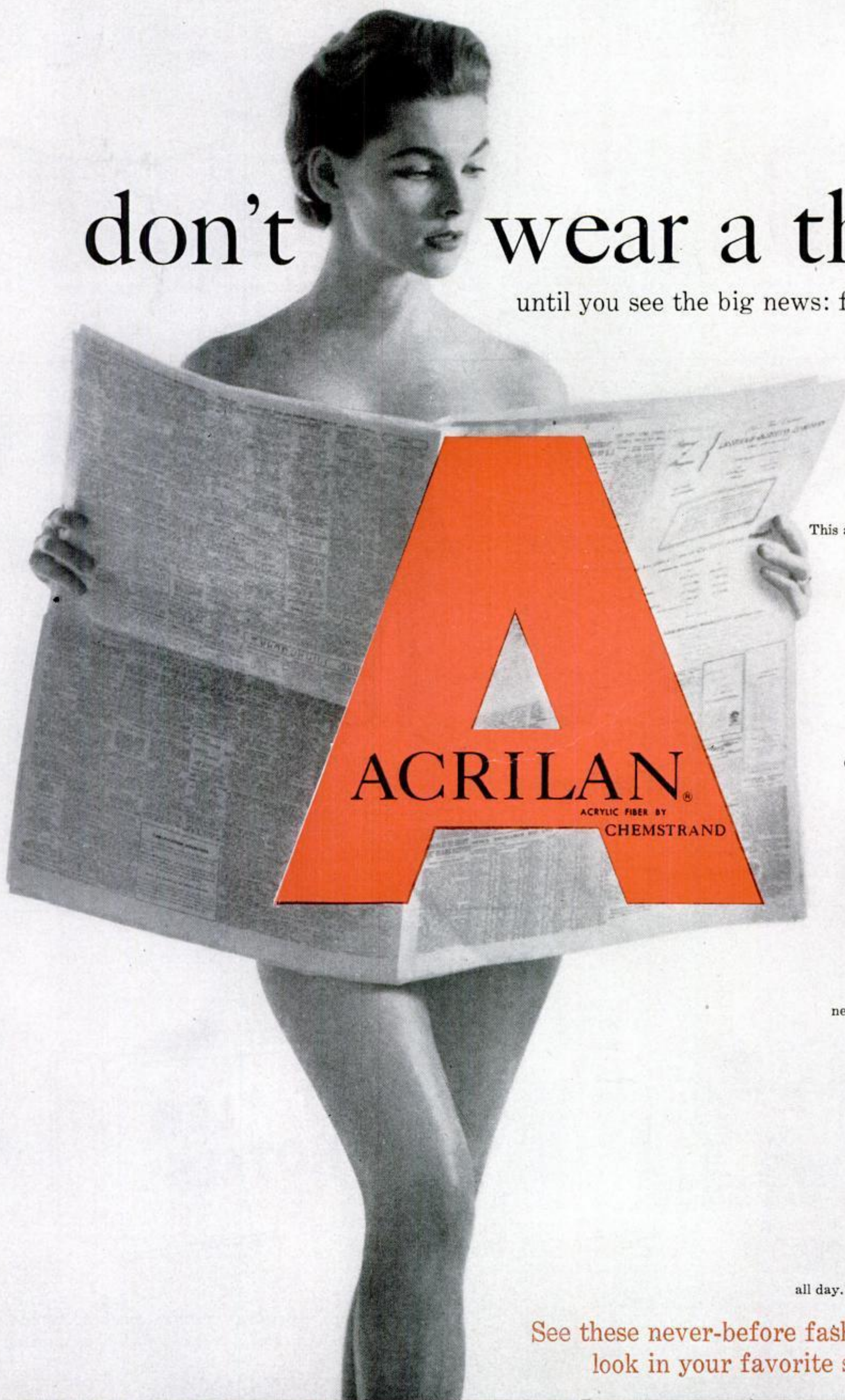
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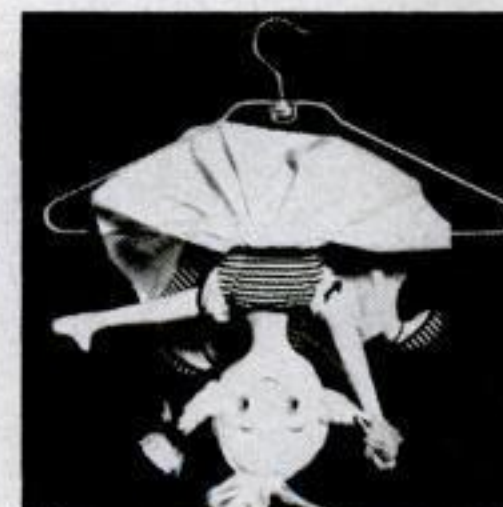
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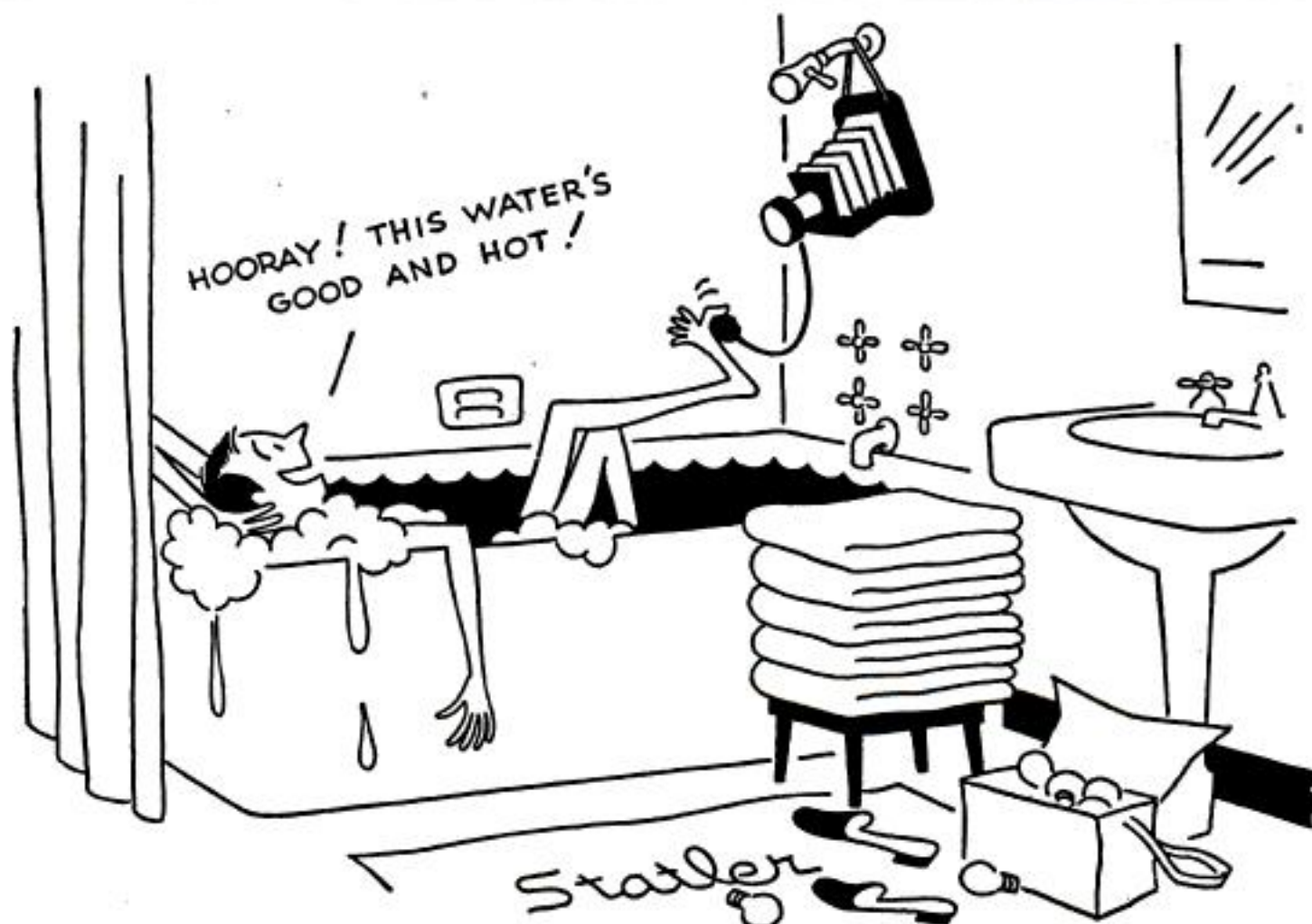
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1. Flashbulb Fred the photo fiend came in the Statler lobby. He told the room clerk, "Hold it, Son—photography's my hobby. I'd like to take your picture; would you pose a moment, please? Your smile will come across on film if you'll just murmur, 'Cheese.'"



2. When Fred was shown his Statler room he said, "Why, this is swell! It's cheerful and it's spotless clean—it really rings the bell! That Statler bed is super-soft—I'm sure I'm going to love it. If you boys just stand over there, I'll get a picture of it."



3. "Hooray!" cried Fred while in his tub, "This water's good and hot! There's lots of soap and towels, and a good bath hits the spot. I love my photo darkroom, but this bright room's even neater. It's so darn clean, reflected light is knocking out my meter!"



4. The meal he had that evening was sublime in every way. Said Fred, "I've never had such food! That steak was triple-A. From mushroom soup to apple pie, that dinner suited me! Hold still while I record this scene for all posterity."



5. Next morning Fred was on his way. He paused outside the door. With tripods, lenses, lights and films, and cameras galore. Said he, "I've got some dandy shots and had a perfect rest! No wonder folks say Statler's where you really are a guest!"

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THEIR WIVES IN STATE'S CUSTODY, "FUNDAMENTALISTS" OF SHORT CREEK, ARIZ. LIVE IN AN ALL-MALE ATMOSPHERE. HERE THEY EAT THEIR BREAKFAST

THE LONELY MEN OF SHORT CREEK

THEY AWAIT TRIAL AS RESULT OF POLYGAMY UPROAR

For men used to having as many as five women and 21 children around the house it was a lonely situation for the men of Short Creek, Ariz. Stolidly they ate a breakfast of oatmeal and fried eggs (*above*). They were still too stunned to comprehend what had happened.

The Short Creekers are a "fundamentalist", heretical splinter of the Mormon Church, who live underneath vaulting red cliffs—the Towers of Tumuru—in one of the most inaccessible parts of the U.S., 150 miles from the nearest railroad. They believe "in all the doctrines and covenants of Joseph Smith," including communal living and the famous 132nd section

sanctioning polygamy, which the orthodox Mormon Church renounced in 1890. But last July the sovereign state of Arizona in the person of 200 state troopers—five troopers per Short Creek man—descended on the colony.

Without making a direct charge of polygamy, the troopers arrested the men on charges of conspiracy to violate a host of laws from statutory rape to misappropriation of school funds. Governor Howard Pyle accused the community of being "unalterably dedicated to the wicked theory that every maturing girl child (usually before she reached the age of 15) should be forced into multiple wifehood

with men of all ages." While the Short Creek men were in jail, the state packed nearly all of the town's 85 women and 250 children 450 miles away to Phoenix. Then the 36 men were released on bail pending hearings on Sept. 28.

The men walked from behind bars into their lonely town. Heaviest of their burdens was the state's disclosure of its intention not merely to wipe out the community but to place the children as state welfare charges in suitable Mormon homes. The men's religion forbids them to show anger, but one finally burst out, "What we are worried about is that we are never going to see our children again."



DEATH OF A PATRIARCH added to Short Creek's sadness. Joseph Smith Jessop, a founder of the colony, posed with youngest child Mabel Ann, 4, after



release from jail. He said then, "This will probably be my last picture." A week later he died. Last week 101 members of his immediate family attended his funeral



QUESTIONING A WOMAN, with three daughters, Attorney General Ross Jones asks if one of men arrested fathered all her nine children. "Yes," she said.

LEGAL QUESTIONS, AN ELDER'S

Eighty-four-year-old Joseph Smith Jessop (*above*), named for the founder of the Mormon Church, was in a way a symbol of the small cooperative colonies believing in polygamy which have cropped up persistently in the Southwest despite efforts to stamp them out. He had 22 children between the ages of 64 and 4, 112 grandchildren and 147 great-grandchildren. As an elder of Short Creek's "United Effort" community, Patriarch Jessop helped direct the pooling and division of all earnings from the communally owned sawmill, dairy herd, cannery, 2,500 acres of crop land and \$35,000 in farm equipment. The shock of the arrest was too much for the staunch old Mormon. A month after the raid, heartbroken, he died and his huge family gathered around to do him honor.

In proceeding against the rest of the men of Short Creek, Arizona faced

ONLY TWO CHILDREN LEFT IN SHORT CREEK GET LESSONS FROM PRINCIPAL.





(center) and his sons dug his grave. At the funeral a son, Virgil Jessop, gave the eulogy: "This man has left nothing of his worldly worth, but he has left far

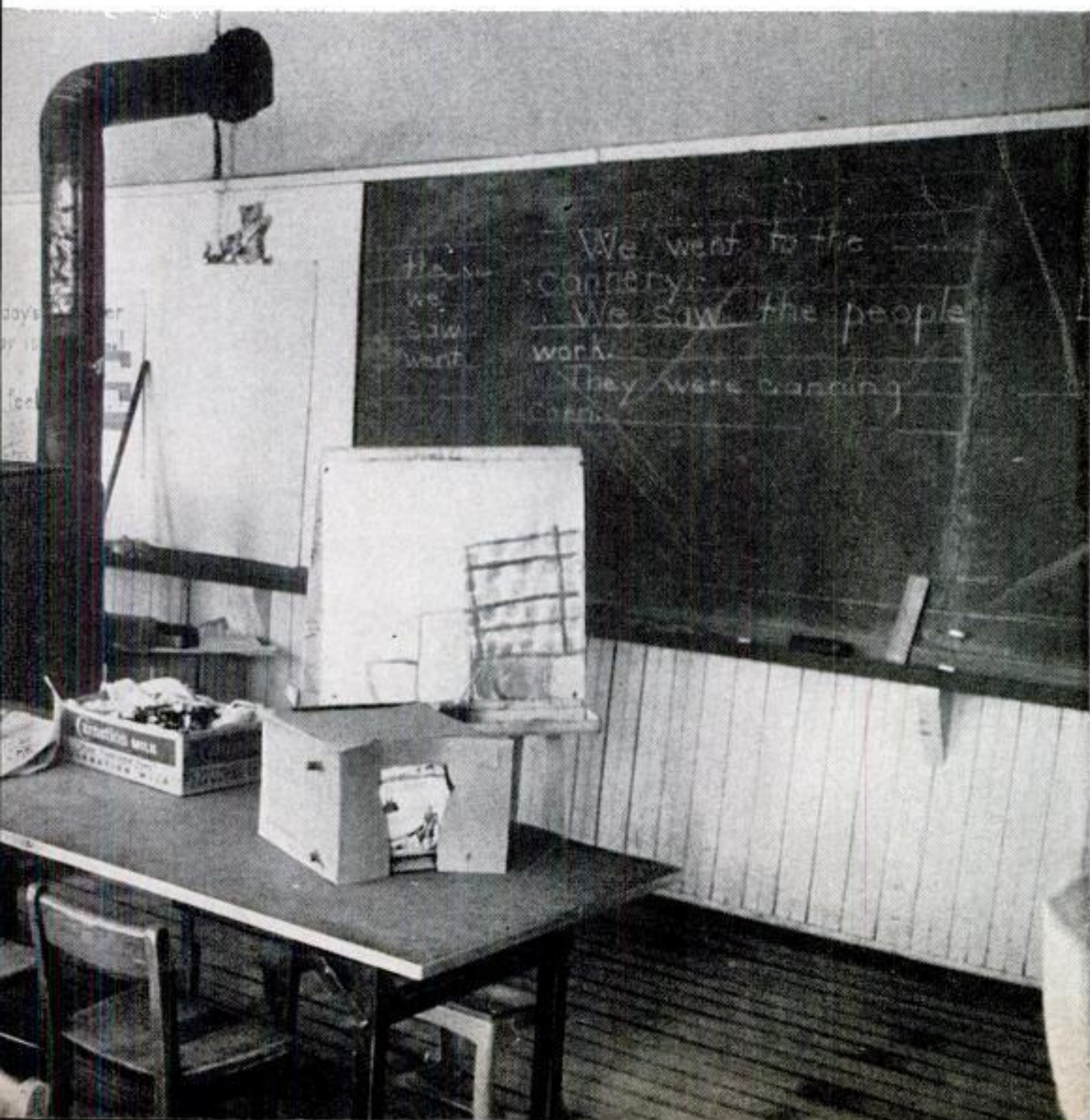


more than most people of God's work. There isn't another man in the U.S. that can boast this man's posterity. . . . Grandpa has received a martyr's crown."

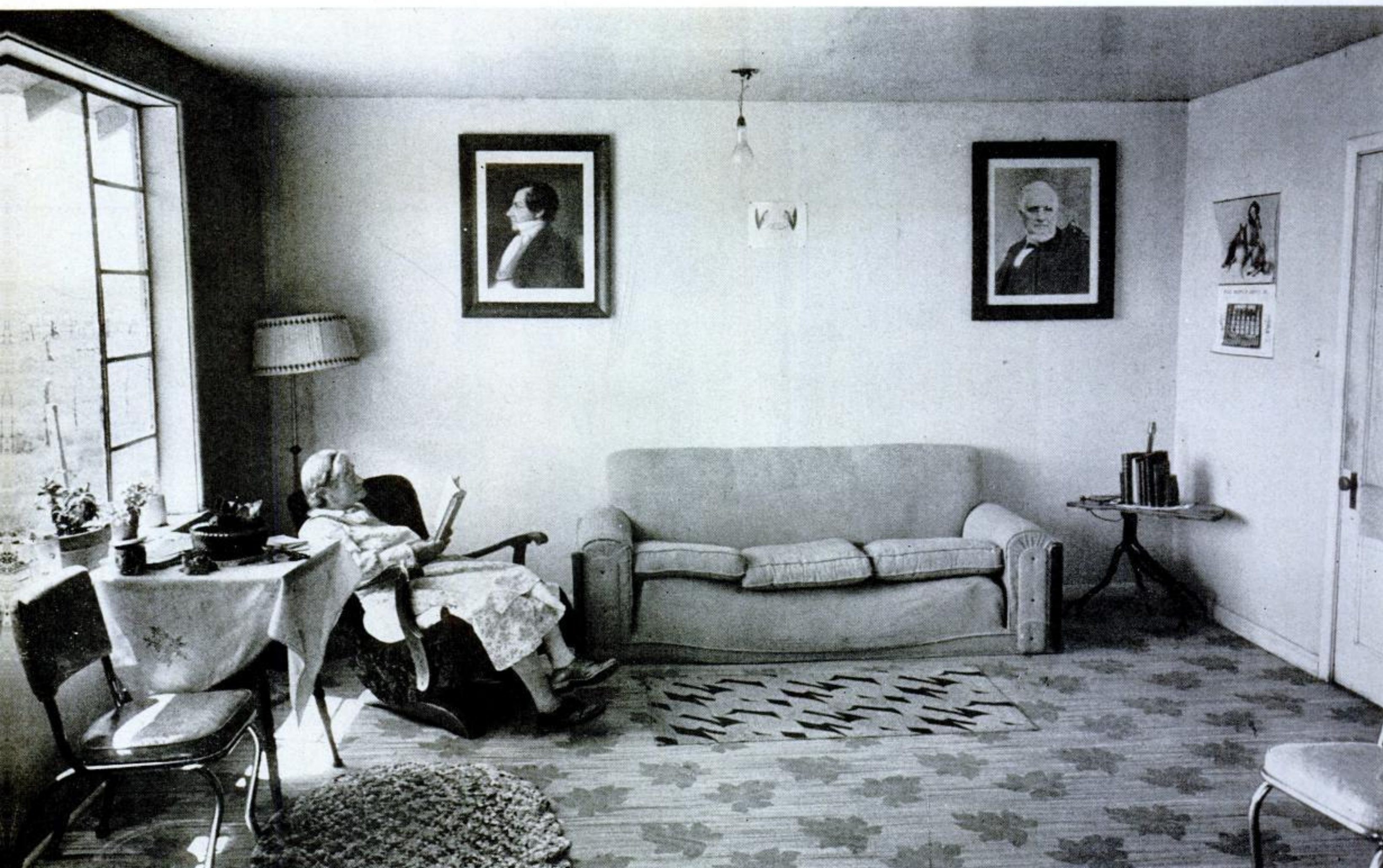
GRAVE, AN EMPTY SCHOOLHOUSE

a tricky legal problem. Since the Short Creekers avoided civil marriage ceremonies, it is difficult to convict them of polygamy. The state therefore devised the plan of charging the Short Creekers with numerous other violations, for which the prosecution will demand heavy fines with the design of bankrupting the colony. Its investigators are collecting evidence, they say, to prove many women were reluctant participants in plural unions—for example, that one girl of 17 was almost forced to marry a 70-year-old. But the Short Creekers deny these charges and are preparing to defend themselves on constitutional grounds. One of them, a University of Utah graduate, says, "The Bill of Rights says we can worship God as we please. My religion is not abridging the rights of others. . . . Whose is the next religion that is going to become unpopular?"

THEY COULD STAY BEHIND SINCE FAMILY DOES NOT PRACTICE POLYGAMY



DESERTED PUPPY, left behind in town when his young master was taken by the state troopers to Phoenix, sits in the deserted main street of Short Creek.



THE COMMUNITY LEADER'S WIFE, Mrs. Josephine Johnson, one of the women allowed to stay in Short Creek, reads the *Journal of Discourses* edited by

Brigham Young. Portraits are of other Mormon leaders, Joseph Smith (left) and John Taylor. Mrs. Johnson is out on \$500 bail, her husband on \$2,500 bail.



MORMON WEDNESDAY NIGHT, a longtime tradition, is celebrated by the Clyde Mackerts with singing at organ in their living room. Children also recite.

PRAYER AND THE CORN SEASON

In a few Short Creek households the family life still goes on, including the weekly home meeting (lower left). Some older women without small children have been allowed to rejoin husbands. Across the state line, which cuts Short Creek in two, a Utah household is living much as it did before the raid. There Schoolteacher Clyde Mackert, who had been working on his Master's degree, works along with his family canning corn and doing the normal chores of a small farmer. Mackert went voluntarily across the state line to surrender to the Arizona authorities along with the other men of Short Creek, but his family was beyond their jurisdiction.



MACKERT HOUSE includes three women and eight children. Two women say they came from polygamous families and "have never known what monogamy is."



AT HOUSEHOLD CHORES the Mackert family shucks corn for canning. Mackert was converted to Mormonism after almost losing life as a paratrooper

when his chute only half opened. He first joined orthodox church and converted his parents. They remain orthodox; Mackert himself switched to dissident sect.

'HIGH LEVEL DOLDRUMS' IN BUSINESS

A BRITISHER ON BRITISHERS

Whenever an American despairs of understanding the British, some Britisher comes along in the nick of time and makes everything clear. Have you been puzzled and discouraged by the mood of appeasement that has gripped British diplomacy? Then your man is Malcolm Muggeridge, the new editor of *Punch*, who not only feels the same way but is in a position to do something about it. In the Aug. 19 *Punch* he wrote one of the timeliest pieces of political irony in years. It is called "Advice to Diplomats." Excerpts:

"Never forget that the readiest way to reach agreement is by making concessions. This has been demonstrated at all the great international conferences of recent years, from Munich to Potsdam. . . .

"Remember that nowadays the glittering prizes are given for feats of demolition, not of construction. . . . Every diplomat carries a peerage in his knapsack, provided only that he keeps retreating. It is true that the very success of past practitioners has reduced available possibilities, and that, unfortunately, no territory comparable in size or importance to India remains to be evacuated. Palestine, Persia, Burma—these, among other distinguished withdrawals, have already been undertaken. You should not, however, despair. The partition of Malaya between the Malays and the Chinese might be worth, if not an earldom, at least a barony. Kuwait, Aden, Bahrein, not to mention the West Indies and the Friendly Islands, are all still to be disposed of, and universal suffrage has not yet been introduced among the aboriginals of Borneo.

"Do not allow seeming setbacks to lower your spirits. Rather, they should be made the occasion for displaying even more complacency and self-satisfaction than before. In this attitude you may be encouraged by the reflection that each recent diminution in British prestige has resulted in an increase in British representation overseas. . . .

"To be invited to tea with Mr. Vishinsky is a triumph, as is a smile won from Mr. Nehru or from Marshal Tito. . . . Nor should any opportunity ever be missed of making a sly dig at Americans and their policies. Indeed, potential allies everywhere should be treated as somewhat ludicrous, if not as downright despicable."

American businessmen usually take a fresh squint at the business outlook around Labor Day—this year with more reason than usual. So far 1953 is the most prosperous in our history. Yet Wall Street is crawling with bears and the economic prophets are all but unanimous in foreseeing a downturn in 1954.

The recent Wall Street decline in stock prices seems utterly illogical, since corporate profits and dividends are rising. But Wall Streeters, always pushing their antennae beyond what directly concerns them, are glued to "the big picture." In it they see five major reasons for apprehension, viz:

1. Business inventories have been growing. Our factories, relatively busier than our stores, have been kept so by orders placed in anticipation of further increases in sales or prices. But if the men who placed these orders change their minds about the trend, and begin to feel overloaded, they will cancel the orders and so close down part of the U.S. production line. This has already happened in oil and several other industries.

2. Government spending, though still very high, will fall as the new Eisenhower budget takes effect. This includes the military budget (Russia permitting).

3. Businessmen are likely to spend less on new plants and machinery next year than they have been doing. A lot of industries have largely completed their big modernization programs (the railroads' dieselization for example).

4. In home building and autos the shortage is over and the market is changing in a way that can hardly sustain recent rates of output.

5. Farm income is down, owing to less export demand, owing to good crops in Europe. People who sell mainly to farmers, notably the farm machinery industry, are therefore having private slumps.

So, too, for other reasons, are a few other important industries, notably coal and movies. You would not know it from the cost-of-living index, which remains high, but competition is getting generally tougher. As a government economist quoted by Sylvia Porter puts it, business is "in the doldrums at a very high level." Each of the five major factors listed above has been a powerful engine of the postwar boom and is now sputtering. And what is more important, the dopesters see no obvious new development on the industrial or political horizon, such as TV in '48 or rearmament in '51, which could spark another round of general business expansion.

How alarming is all this? According to *FORTUNE* the guesses of economists range from 8% to 15% decline in production by mid '54, which could mean somewhere between three million and seven million unemployed—if nothing were done about it.

But something would be done about it. Mr. Arthur Burns, new chairman of the President's Council of Economic Advisers, has a shelf of some \$6 billion worth of blueprint-ed roads, dams, schools and other public projects. The government has another potent weapon in the tax level, now 23% of the national income. Any tax reduction—and reductions are on the books for next year—will stimulate investment and consumer demand.

"I expect the consumer to save the day," says one government economist. Consumer demand does provide a much solid foundation than our economy has rested on before. Labor unions brace it with their constant upward pressure on wages. This pressure is also a major stimulus on management to cut costs through more rapid technological improvements and therefore to invest more capital in new plant and machinery. All in all the U.S. can be pretty confident about the basic structure of our economy.

The fact remains that this marvelous wealth-machine, now at its best, has never achieved that "static equilibrium" which was the model of the early economists and is still the secret wish of lazy hearts. The American economy has always expanded—except when it was contracting; that is how it breathes. "High-level doldrums," cannot be its natural habitat for long. The most serious aspect of the bears' analysis, therefore, is not that they see a downturn in '54, but that they see no new big development to stimulate a subsequent expansion.

In that respect the seers are bears indeed; for the grounds of another long-term boom exist. They lie in one of the most discouraging of the current statistics: the state of world trade. Although it is in better "balance" than usual, so that foreign countries are accumulating gold and dollar reserves, this has been accomplished through systematic foreign discrimination against our exports (which have fallen for a year) and has been accompanied by a lag in the volume of all world trade.

In most so-called free countries world trade is still under warlike government shackles, especially exchange controls. The removal of these shackles depends in large part on a change in U.S. trade policy, now under study by a special presidential commission headed by Clarence Randall. If its work results in the re-creation and liberalization of a world market in which the U.S. takes the responsible role it has neglected so long, then would we see a real stimulus to every free economy, our own not least. The subsequent expansion should be great enough to satisfy the combined aspiration of an Andrew Carnegie, a Walter Reuther and even the U.S. farmer. It could last as long as the poverty of mankind.



MELTING 'MISSOURI' LAUNCHES A RAFT OF SALES

The record-breaking heat wave had passed last week and the high summer temperature was only a bad memory to most Americans. But it was a pleasant memory for Leonard Davidov, Washington, D.C. drugstore man. In his store window Davidov had put a display case containing an assembled plastic model of the

mighty battleship U.S.S. *Missouri*, but nobody was noticing or buying it. Then, in the searing sun, the model sagged like taffy. Passers-by stopped, saw it, came in smiling to buy one. All the models on hand sold out and Davidov, happily ordering more, was thinking of giving the *Missouri* a place in the sun at two other stores.

HEROISM OF GENERAL DEAN IS REVEALED WHEN

A North Korean relates details



FIRST SIGHT OF DEAN for old army friends comes at Freedom Village where Eighth Army Gen-

eral Taylor clasps hand as he steps from ambulance. He still wears ill-fitting though tailor-made Red suit.



WITH FELLOW REPATRIATES he shares coffee hour at Freedom Village. Like others, who wear

medical identification tags, he had already seen doctors and had pointed out his bad teeth to dentists.

The highest-ranking and one of the longest-awaited American prisoners of the Korean war, Major General William Dean, emerged from confinement toward the end of last week to be greeted with cheers at Freedom Village. Captured in July 1950 when he was commander of the 24th Division, the general gave a news conference a stirring account of his efforts to escape capture but said little of his treatment afterward. What soldierly restraint and modesty prevented him from telling is disclosed in the extraordinary document printed below. It has been extracted from a letter written to an American soldier last March by a North Korean refugee named Lee Kyoo Hyun who was then interned in a South Korean prisoner of war camp. Lee was a postgraduate student and lecturer in languages at Kim Il Sung University at Pyongyang when the war broke out in 1950. Soon after he was ordered to do various interpreting jobs for the government. One day his immediate superior, a colonel, introduced him to a new assignment. Here is the story in Lee's own words:

On Aug. 30 the colonel took me to a fine two-storied house in the city. The colonel told me that I was going to do a very important job. He said that I was to live with an American general, viz. Major General Dean, Commander of the U.S. 24th Division, and that I had to keep myself neat and clean and show a dignity so that the American would not look down upon me. An officer brought me a white new civilian suit which fit me.

It was about 1 o'clock in the morning, Sept. 1, when a group of guards brought General Dean into the room prepared for him. He was dressed in fatigues and had no cap on. The General was so thin and weak that he could not stand still when he took off his fatigue trousers. He went to bed immediately and slept soundly until late in the morning. The iron cot which was apparently made for an ordinary Korean was too short for him so his long body reached both ends.

His room was about 12 by 18 feet wide foreign style room and had a round table, several chairs, a sofa and a desk with telephone and a pen and ink which were never used. I do not know whether the telephone was connected with any line or not. Next to his room was mine. I wanted to have the door between the two rooms shut, but the colonel had ordered to take the sliding doors away, so they were just like one big room, the General and I sleeping on the opposite ends seeing each other all the time. There was a guard standing erect between us for 24 hours with a big pistol on his hip. There were also some more guards in the garden so I could feel the rigorousness seeing them in darkness with burp-guns hanging from their necks when I went to the latrine.

Late in the morning he got up and looked around searchingly. He was given a suit of American khaki uniform. The civilian style coat and trousers fit him very well but the shirt perhaps bought at a Korean market was too small for him and he had to give it up and wear the coat over his underwear.

I introduced myself to him. After he washed his face and hands he and I took breakfast together. We had rice, fried eggs, pork and apples which he ate pretty much. But he was

MOST FAMOUS POW IS SET FREE

of staunchness that American officer has been too modest to tell



GAUNT PRISONER was examined by Red doctor in October 1950 about time Reds sent Lee away.

suffering from severe diarrhea because he was given too much greasy foods after long starvation. After breakfast he relaxed and slept all day long.

As days went on he was much eased, although his diarrhea did not stop. Nobody came to bother him except a doctor who examined and gave him some pills. Soon we became very friendly. He simply called me "Lee" and I called him "General." We talked a lot sitting side by side in a sofa, about our families, movies, literature, sports, American life, etc. I tried to avoid the topic of war situation because I thought it was a weak spot for him. He was very proud of his son, Bill, who was studying in the Military Academy; and also he talked about his daughter, wife and mother. One day he stood in the garden and enjoyed the sunshine and fresh air. He moved his limbs and began to talk about sports, saying that he was boxer but he seemed to have lost about 60 pounds since the start of the war.

One day I asked him how on earth he came to be captured and he told me the story. On the night of July 21 his division fell into a big confusion on its way of retreat from Taejon to Yongdong. Somehow (he explained how, but I forgot) he was left alone in darkness, so he took up to the mountains, where he could get to the U.S. line if he kept walking southward, but, as he did not have a compass, he walked to the southwest instead of southeast where the U.S. troops were fighting the fierce battle of Pusan Perimeter. He could walk only at night and once at a cloudy night it happened that he walked around a same peak finding himself at the same spot where he had been hours before. Actually he was starving. He ate raw rice, wheat and potatoes in the fields. He begged for food from houses which he judged to be pro-American and during the 35 days he could eat only six or seven ordinary meals. On Aug. 25 near Chinan, Cholla-pukdo Province he was captured. He was taken to Suwon where he received medical treatment and was given rich food with fresh milk which caused him diarrhea. In Seoul he was identified by Mr. An Chae Hong, South Korean Civilian administrator who had worked under the General when he was Military Governor in Seoul, and was taken to Pyongyang.

Finishing the story he added that he had well expected to be beaten like that because he had his left flank open (as I did not under-

stand what he meant he explained it comparing to boxing with a gesture) and said if he had been a North Korean commander he could have beaten the enemy much better. Also he regretted that he had not retreated 24 hours earlier.

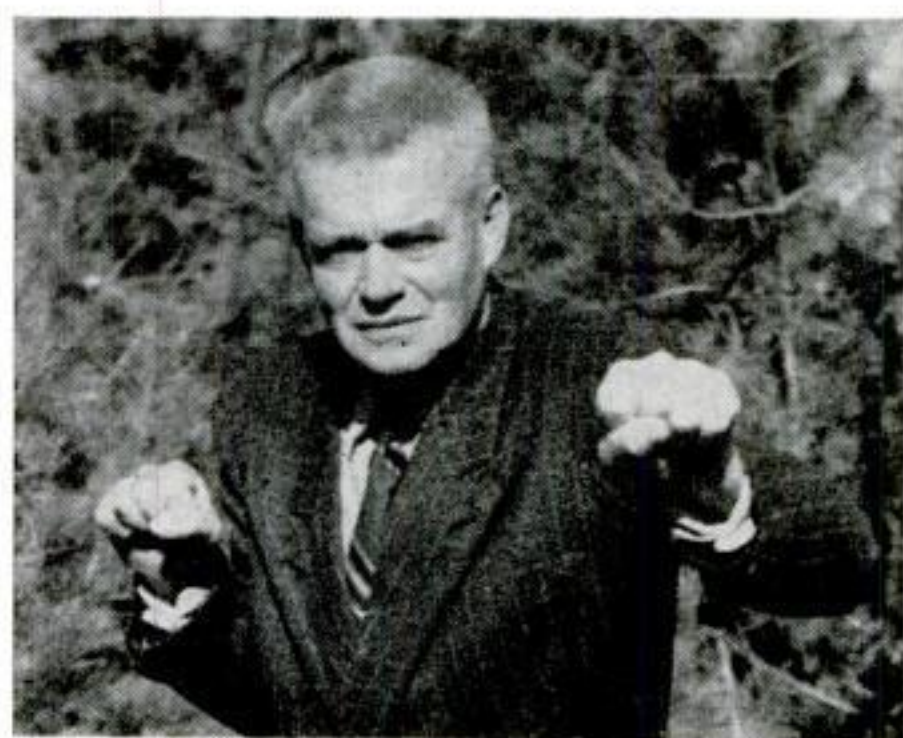
As his diarrhea was very severe he could not eat at all. As the cook girl was not bright she put too much oil in dishes. He tried rice-gruel and Russian black bread, but he liked neither of them. So one day he went down to the kitchen and showed the girl how to boil potatoes. He ate some of them with salt. By this time the air-raid became much severer and every day I had to persuade him to move down to the basement because he would rather stay in his room than in the hot and dark basement.

On Sept. 6 we were moved to Sunan, north of Pyongyang. The trip was done at night in a three-quarter-ton truck. It was a small Catholic church standing alone on a hill surrounded by cornfields, apple trees and chestnut trees. It was quite separated from the town itself, so there were few passersby. The hall has partitioned into two rooms with boards: one for the guards and the other for the General.

There was a small straw-roofed house outside the churchyard and the same cook and one or two officers stayed there all the time.

A colonel started to interrogate the General in the morning. He told the General to fill up some forms and write a complete personal history. When the General finished it the colonel began to question.

The first question was General Dean's opinion on the North Korean army. He answered:



LONELY CAPTIVE shadowboxed. He used boxing similes to illustrate his losing battle at Taejon.

"It is well equipped and well trained and also the troops' morale should be praised."

"What do you think of the South Korean army, then?" the interrogator asked.

"It is poorly equipped, but the men fought very well, especially their struggle outside Taejon was satisfactory."

At first the interrogation was rather one-sided, because the interrogator was trying to explain the historical circumstances of Korea, the development of North Korea compared with that of South since 1945, the causes of this hostility, accusing the South Koreans of its "treacherous invasion." Such interrogations went on every day.



AUTHOR OF THE LETTER, Lee Kyoo Hyun, escaped from Communists after a month with Dean.

The intention of the interrogator was to ask the General to make an open statement, condemning "the aggressive policy of the United States dictated by Truman." The General was also shown some manuscripts of statements allegedly broadcast by U.S. officer prisoners. General Dean refused to do such a thing, saying: "As a professional soldier of the United States I cannot criticize our President, not only Mr. Truman but any of his successors, because the President is the supreme commander of the United States Army. I swore this when I joined the Army. Moreover, even if I make such a statement public, my friends and those who know me will not believe I did it or will think I was forced to do it."

The interrogator became angry and threatened to kill him one night, told him to dress himself, lead him to the door, shouted at the guards asking if they were ready and asked the General if he had anything to say before death. The General was not afraid at all. I thought he knew it was only a show. He asked the interrogator to move him to a POW Camp where the other American prisoners were, asked how many prisoners there were, if Col. so-and-so or Maj. so-and-so was in captive, etc. He was very eager to get out of that secret custody to let the world know his whereabouts.

Then the interrogator demanded military informations of the General, which included high military policy of American in the Far East:

The General kept saying: "That I don't know. That kind of problems belong to either GHQ or Washington, perhaps even GHQ doesn't know. I was only a division commander, and a division commander in peace time is only engaged in training troops. That's why I volunteered for the job from the post in GHQ, because I liked soldiering. And even if I knew those things, I wouldn't divulge them because I don't want to have many American young men killed."

The interrogator began to use abusive words and the General cursed him back. The former threatened to cut the latter's tongue out. And the General answered: "Okay, cut it out! Then you can't force me to broadcast."

He was asked if he would come to Korea again to fight, and answered: "I have several more years before I retire. So if I am ordered to come again, I will have to do so."

This made the interrogator angry more than anything else. But anyhow he could not get anything out of the General.

After two days' rest, on the night of Sept. 16, he and I were taken to Pyongyang in a jeep. All day long we suffered the heaviest air-raid since the beginning of the war. The sky over Pyongyang was filled with flames. The road was crowded with people flowing out of the

city. All were hasting where they did not know they were going. It really seemed to be the last day of the world.

As the car entered the city it had to slow down because there were many holes of bombs and electric wires hanging low or lying on the streets. It stopped many times and turned around and then finally entered the ill-famed place of the Department of Political Security (MVD). Through dark corridors we were guided into a wide room where a lieutenant general and three colonels were waiting. The lieutenant general introduced himself as Lt. Gen. Pak and the place as the Headquarters of the North Korean People's Army. Because the place was well known as the most awful place in North Korea (North Korea MVD) I wondered a little at first and thought the Headquarters of the



WIFE AND DAUGHTER smile proudly in 1951 at news Dean had been awarded Medal of Honor.

North Korean army had moved into the building because of air-raids.

Lt. Gen. Pak began to interrogate Gen. Dean: "How is your physical condition?"

"Not well. I am suffering from a severe diarrhea."

"Have you received any medical treatment?"

"Yes, I was treated by four different doctors since I was captured."

"Good. Do you have any children?"

"Yes, I have a son and a daughter."

"I hear you have refused to give out military information you must know. I advise you that it is for your own good to cooperate with us. You should think of your family too. Now I demand those military informations that this colonel had requested from you. I demand it because I have a perfect right to do it representing all those innocent Korean people men and women, young and old, who were killed by the cruel bombing of American planes."

"I am very sorry that some non-combatants were killed by our bombing. But unfortunately I do not have any military information. And even if I had any I would not divulge it as I do not want to be a traitor to my country."

Although he spoke in low tone, his attitude was firm.

They exchanged the same conversation for a long time, and the angry interrogator stood up from his seat and spoke with a harsh voice pounding the table and walking nervously to and fro while Gen. Dean calmly sat in his armchair with his hands folded in front of him. He was given ten minutes' rest in the waiting-room. As soon as he was lead into the waiting-room he refused the offer of a cigarette and tea, sat down on a couch and began to snore. Everybody there was amazed at his courage at this tense moment.

After the interval they repeated the same questions and answers a few more times and

the interrogator asked Gen. Dean if he would make a written oath to refuse the demand definitely. He took a pen and wrote: "I swear that I have no military information, and even if I had any I would not divulge it in order not to become a traitor to the United States of America. So help me God."

"William F. Dean, Maj. Gen., USA, POW"

The exharsted interrogator gave the General two days to think it over, telling him to write an answer to him.

At about three o'clock we left Pyongyang for Sunan, leaving the burning city behind. The next two days were quiet and nobody came to bother us. We could chat again. He sympathized with me very much as I was worried about my family without being able to see or communicate with them. I picked some chestnuts and had them boiled and he liked it very much. The cook prepared supposed-to-be western dishes for the General which he did not like at all, and we shared my Korean dish of sword fish. He liked apples with cores taken out and baked with sugar in them. But still his diarrhea was rather getting worse for which he was treated by two more doctors.

One day he felt much better and took a walk on the hill with me watched by guards in each corner of the hill. I took his arm while he walked, enjoying the autumnal scenery. He sat down under a chestnut tree where a grave was and I explained him what was written on the tomb-stone.

After two days he was demanded the answer and wrote on a piece of paper, addressing to Lt. Gen. Pak: "Fortunately I have no military information, and even if I had any I would remain faithful to my fatherland."

When I translated it and gave to Colonel Choi, one of the interrogating officers, he grinned and asked who on earth Lt. Gen. Pak was. I said it was the General who interrogated General Dean in Pyongyang. The colonel laughed and said that Lt. Gen. Pak was in fact Pang Hak Sei, chief of the Department of



AS MILITARY GOVERNOR in 1947-48, for which Reds called him criminal, he was party guest.

Political Security. Now, for the first time I learned that the interrogator had lied to Gen. Dean and I was being used by the Department of Political Security.

This letter seemed to have made them furious, because they started to interrogate him again. It was continued for full six days and nights without letting him sleep. The questions were mostly political affairs. Interrogators changed every two or three hours. All those majors and colonels had their own subject: political situations of South Korea, its economy, its army, its police system, etc. They accused the General of his "criminal administration" he managed when he was the Military

Governor in Seoul in 1948: "the imperialistic and inhuman policy, the cruel and brutal police system which massacred many Korean patriots and much worse than that of the Japanese rule, the colonizing economic policy which exploited the workers and farmers of South Korea, the forceful and anti-democratic elections of South Korea in 1948 and 1950, etc." The General did not admit any of these



WRITING LETTER to answer one of 134 he got from family, Dean sun-bathed by prison woodpile.

accusations but kept saying: "Well you are a communist and I am not. So naturally you have your own opinions and conclusions and I have my own views, too. America has no interest in a handful of Korean soil, but our government and myself tried every effort to help the Korean people which they needed and appreciated."

They brought another interpreter besides me, so two of us could interpret in turn for five interrogators, but I was extremely tired and complained a little about it. And it was rather miraculous that the General had endured this hardship sitting erect in a wooden chair all through the harsh interrogations, giving them perfectly logical answers, in spite of his serious illness. They used abusive words and threatened him that they could dispose of him at any time if they saw fit as the U.S. Army had announced him dead and his existence in North Korea was not known but by a few persons.

Not only could he bear the hardship but he maintained his sense of humor. One day, for example, when a young major finished interrogation and went out of the room the General told me, "This guy still has many things to learn," and we burst into laugh. And on another occasion I wore a new suit and he said "Hey, Lee, you look like a banker."

Finally the interrogators gave up. Again he and I had a good time, sat in a sofa and chatted. The long-lasting diarrhea had stopped at last and he was feeling well. But one evening at the end of September we had to be separated. A truck loaded with many trunks and some officers came from Pyongyang and one of the officers told only General Dean to move. I thought about his future forgetting about my own. I said goodbye to him and encouraged, saying to wait patiently for rescue. I was so sad that I did not know what to say further. Long after the truck disappeared in the dark I was standing in the yard, looking at the direction without moving.

I do not know why I was releaved of the job. But I imagine that they suspected my faithfulness, because during the interrogations Lt. Gen. Pak urged me to interpret in strong expressions, although I could not have the same passion as his. Also I was told by some

interrogators not to laugh or smile but to make a stern face during the interrogations. And sometimes General Dean talked back to the interrogators furiously and even laughed at them sarcastically and I could not help joining him. Unconsciously I used to talk with him too intimately, perhaps. Therefore, I think they judged I was too friendly with him.

God helped me and I succeeded to escape on the morning of Oct. 10 and sneaked into the city where I patiently waited until the U.S. Army occupied the city. During these days I risked my life many times, hid in bombed houses or air-raid shelters or dark hospital rooms and at last out in the suburbs. I was surprised how brave an ordinary man could be when he is driven into the gravest danger like in some adventure books.

This is the brief story concerning General Dean's life in North Korea as far as I know. I lived with him for a month. But this is the



PROUD SON, West Pointer William F. Dean Jr. grins over prison photos after news of the release.

most unforgettable event in my life. It is a great honor for me that I lived with a prominent American general, man of men, incarnation of courage and loyalty to one's fatherland. My knowledge of English is too little to describe that thoroughly. Unfortunately the circumstances did not allow me to rescue him, but since I was separated from him I am praying for his good health and safe repatriation. I learned that he was awarded with the Congressional Medal of Honor and I thought he really deserved to it.

On his release late last week General Dean revealed that after he was separated from Lee he never again had regular English-speaking company nor was he again subjected to intimidation and brutal interrogations. For three years he never saw an American and for half that time he suffered greatly from inadequate and unpalatable food. The only non-Koreans he saw were two Communist correspondents who took pictures of him and on one occasion brought him "cheese and excellent beer." When he was transferred to Kaesong early in August this year in preparation for his repatriation, he "lived like a plutocrat." The day before he was released, the general said, "I got my Red Cross package with a razor which I wanted for three years."

As for Lee Kyoo Hyun, his young wife, his daughter, 2, and his parents have been swallowed up by war. But Lee is in better circumstances. Released from internment last June, he was immediately taken on as an interpreter by the U.S. POW Command, an act indicative of the trust accorded him by the Army authorities.



'NEATH THE STARRY FLAG after more than three years, Dean says, "It is a wonderful thing,

like a dream." And to his welcomers he said, "You look better to me than I look to you, I'm sure."



TOUCHING THE KAABA, Islam's greatest sanctuary which Moslems say was erected by Abraham, Naguib (center) performs one of first acts of his pilgrimage.



KISSING BLACK STONE in Kaaba wall, Naguib makes no sound as prescribed by ritual. Moslems say stone was brought to Abraham by Angel Gabriel.

NAGUIB MAKES A PILGRIMAGE

Egypt's Premier Mohammed Naguib had already made the pilgrimage to Mecca which all good Moslems hope to make once before they die. Last month he made the long, hard journey for a second time, a pilgrimage which mingled religion and politics. Accompanied by his wife and son and a party of 75 Egyptians, he marched barefoot seven times around the

sacred Kaaba in broiling heat. Then he walked seven times back and forth between the hills of al-Safa and al-Marwa chanting prayers and recitations. He climbed Mount Arafat, where Moslem legend says Adam and Eve met after their expulsion from Paradise. There he sacrificed two sheep. While thousands of pilgrims listened, he stood all afternoon under the hot

sun praying. He prayed, "Almighty God give us victory in driving the British out of Egypt. Avenge Morocco from the French. . . ." Then he went off to confer with Saudi Arabia's aged King Ibn Saud. This left Western observers, unversed in Moslem subtleties, wondering where in this sacred pilgrimage *al-salat* (prayer) had ended and *al-siyasa* (politics) had begun.

WASHING BEFORE PRAYERS, Naguib prepares for services on Mt. Arafat. Legend says there are always 700,000 present, angels replacing absent people.



HUNTING SMALL STONES, Naguib walks at night near Arafat. Next day he hurled stones at devil's statue, crying, "In the name of Allah, Allah is great."



THE SOUP OF 1776 . . . a favorite in 1953

Plenty of delicious **CHICKEN**
enriched with golden egg **NOODLES**



Campbell's

CHICKEN NOODLE SOUP

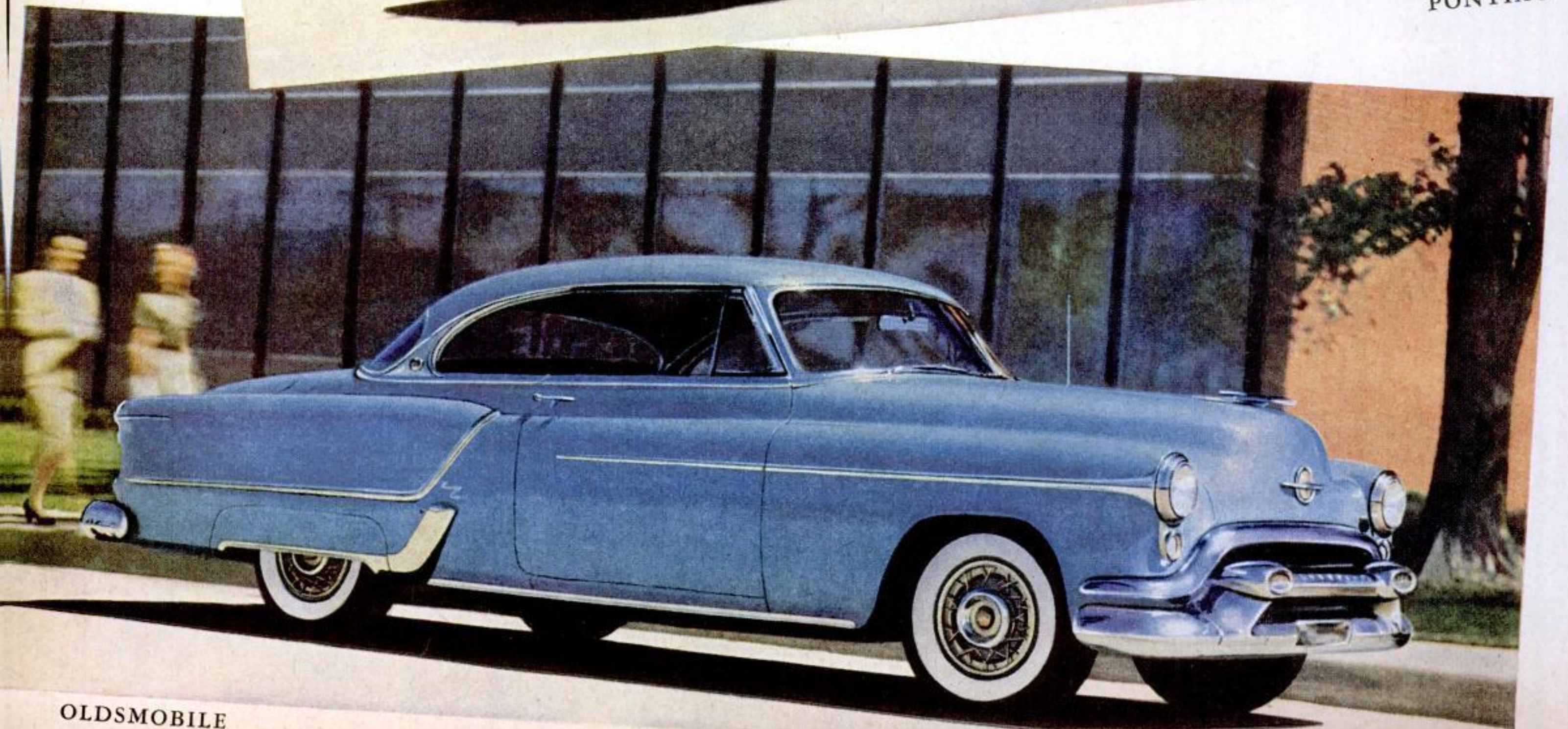
Our forefathers knew a thing or two . . . especially when it came to good, hearty food! They loved a good Chicken Noodle Soup . . . and they made it the way Campbell's make it, with plenty of tender chicken pieces and egg noodles in a gleaming golden broth. . . Try this old Colonial favorite . . . *today!* You'll like it!



CHEVROLET



PONTIAC



OLDSMOBILE

Winning combination of 1953

HERE they are — the 1953 leaders in their fields — Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac.

We have photographed them against the background of the great new General Motors Technical Center near Detroit, for very good reason.

This Technical Center is the latest example of the lengths we at General Motors

go to provide our engineers with the resources to design ever-better cars for you.

In performance, in riding comfort, in driving ease, and in styling — these are, we believe, the finest cars we have ever brought to market.

Tangible proof of what GM engineering has contributed to this progress is found

in higher-compression engines and improved automatic drives, and in such special new advances as power steering, power brakes and air conditioning.

We invite you to view them at your General Motors dealers'. There is no surer way to find out for yourself that the key to a General Motors car is your key to greater value.

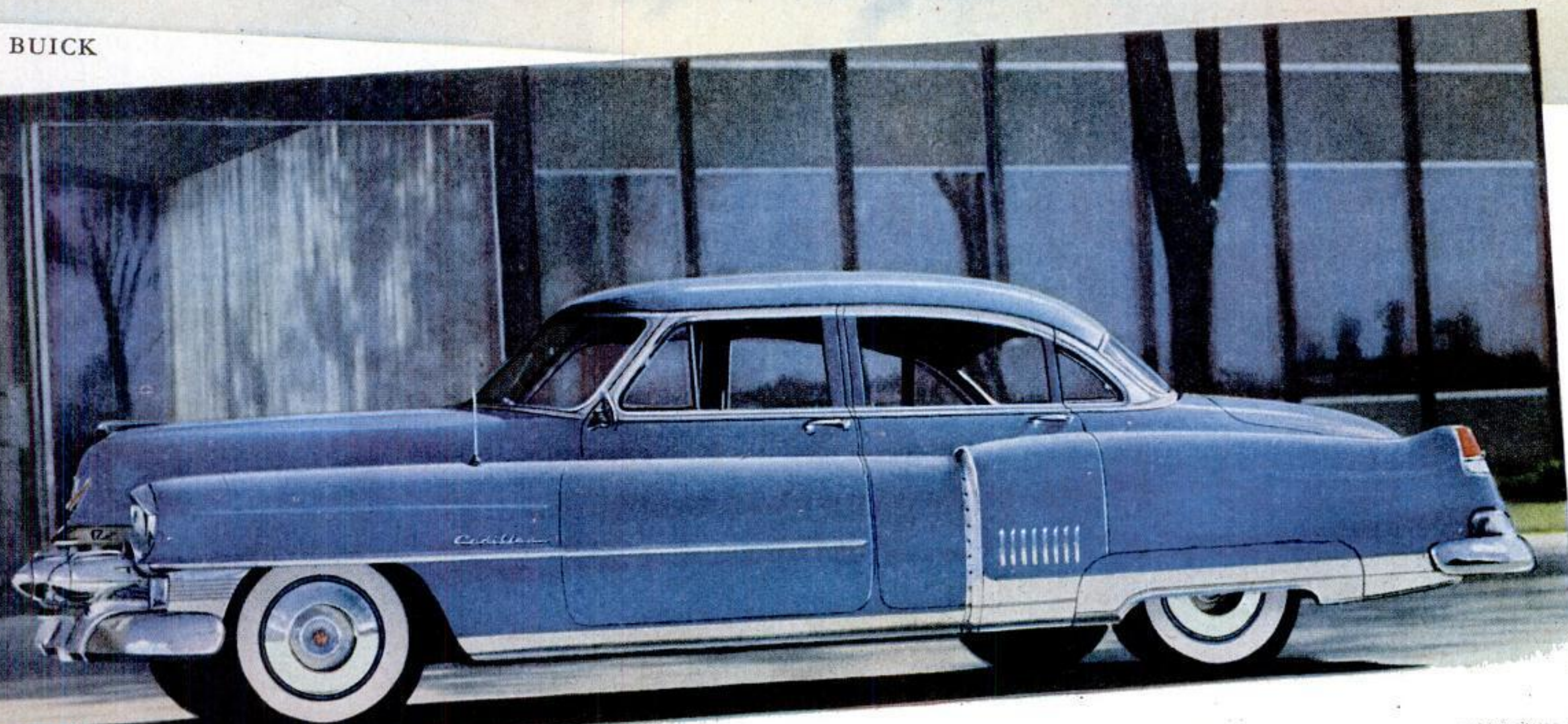
GENERAL MOTORS

"More and Better Things for More People"

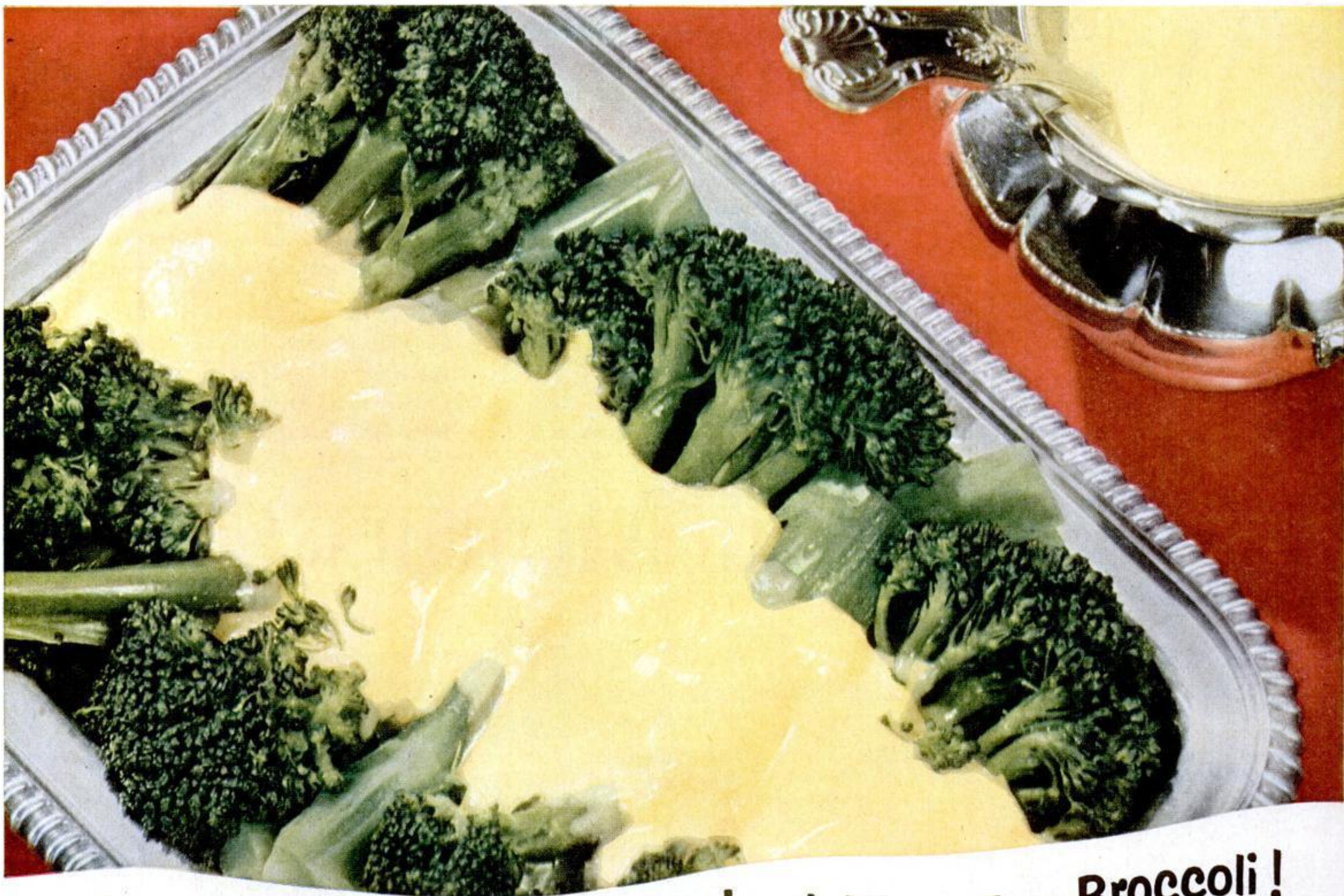
CHEVROLET • PONTIAC
OLDSMOBILE • BUICK
CADILLAC
All with Body by Fisher
GMC TRUCK & COACH



BUICK



CADILLAC



There's something "**special**" about Birds Eye Broccoli!



Look at these
luscious green heads!

No need to tell you that *this* is the finest broccoli grown. Picked at its peak—firm, crisp, perfect green. Always *uniform*, because Birds Eye is choosey—*always* selects the best.



Taste that special
just-picked flavor!

Birds Eye Broccoli—Spears or Chopped—is the most luscious you ever ate, *frozen or fresh*. Birds Eye pays more to get you the finest; controls every step of its preparation.

And, Lady! It's so specially
clean, so waste-free!

Birds Eye trims away all waste. Washes its broccoli with *oceans* of water. Every smitch is dewy-fresh, delicious eating. *Tonight* treat the folks to Birds Eye Broccoli with a nippy cheese sauce and *see!*



Product of General Foods
Copyright 1963, General Foods Corp.

In frozen foods... Better Buy Birds Eye and get that something

special



AGITATORS, EXPELLED FROM WEST GERMANY, ARE HERDED BACK THROUGH HELMSTEDT CHECK POINT

INFILTRATION FROM THE EAST



DISTRIBUTOR of Red leaflets, girl wears fool's costume in British zone.

West Germans break up a Red campaign putsch and socialist leaders call interference on Dulles

On the eve of the West German elections the Adenauer government found itself concerned with the actions of outsiders. In Washington, expansively commenting on shorter skirts for women (he approved) and shorts for men (he disapproved), Secretary of State Dulles, in an undiplomatic answer to a reporter's question, added that defeat of the Adenauer coalition would be disastrous. As he might have expected, West German socialists, scenting votes, screamed that the Secretary was interfering in the internal affairs of the republic and got out posters picturing the German chancellor as an American puppet.

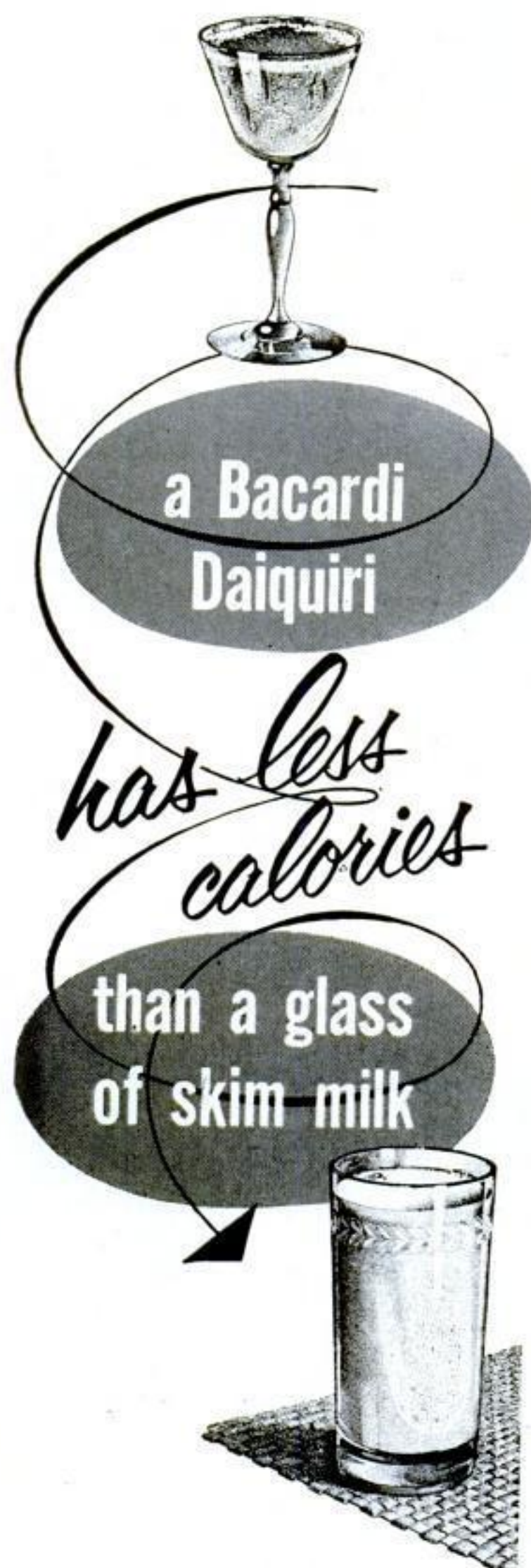
Meanwhile West German police struggled with ruder and more violent outsiders. East German Communist leaders sent thousands of young toughs over the border to campaign and to throw an atmosphere of hooliganism around the election in an effort to discredit in advance whatever decisions the people might make. The police, who at first turned them back, began locking them up as more and more came across carrying suitcases filled with Communist leaflets and West German money. Then, after all these distractions, the Germans went to the polls.



COMMENTATOR Dulles talks with British reporter at a press conference.

AS A TEMPORARY LOCKUP POLICE USED ABANDONED FACTORY. FLOOR IS LITTERED WITH LEAFLETS TAKEN FROM THE REDS, WHO SIT DEJECTEDLY AROUND





ALL ALCOHOLIC BEVERAGES HAVE CALORIC ENERGY BUT

... Bacardi, world's largest selling rum, is low in calories. The famous Bacardi Daiquiri, for instance, contains only 83 calories.

No claim is made or implied that a drink should be substituted for food or that Bacardi will help you reduce. Everyone knows there is caloric energy in all alcoholic beverages.

Bacardi, though, contains less calories than you think.

You drink for pleasure, of course. And as you enjoy Bacardi, you'll get extra pleasure in the knowledge that Bacardi is low in calories.

Make this famous **LOW CALORIE BACARDI DAIQUIRI** in one easy minute

1. Put $\frac{1}{2}$ teaspoon sugar in shaker with cracked ice.
2. Add juice of $\frac{1}{2}$ lime.
3. Pour in 1 oz. Bacardi Silver Label.
4. Shake well and serve. Wonderful—only 83 calories.

Computations compiled from standard caloric tables.

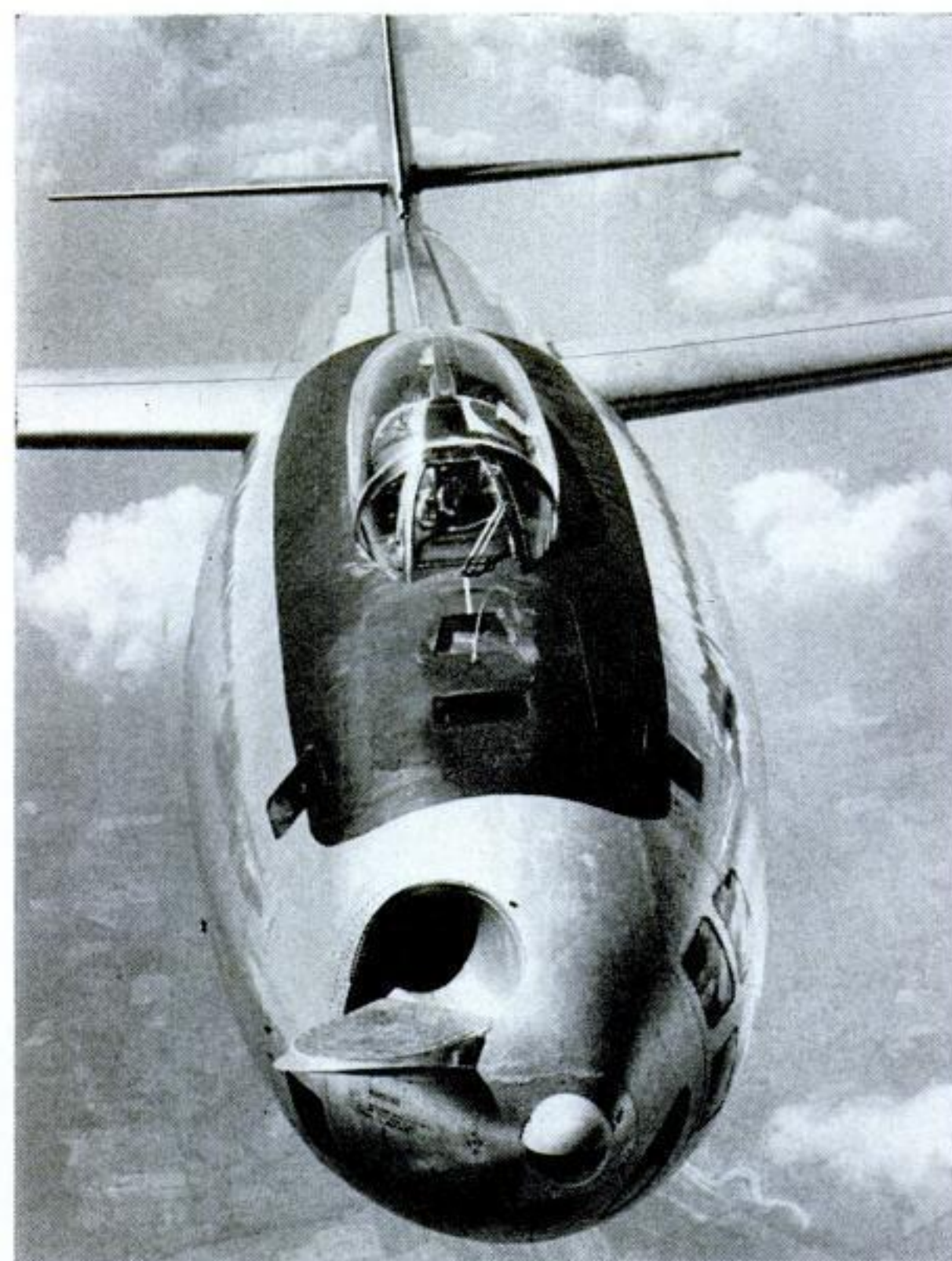
BACARDI

Drink low calorie **BACARDI**

BACARDI IMPORTS, INC.
595 MADISON AVENUE, N.Y. • RUM... 86 PROOF



IN MASS REFUELING OVER MIDWEST TWO B-47 JETS GAS UP AS THIRD IN FOREGROUND APPROACHES KC-97 TANKER'S



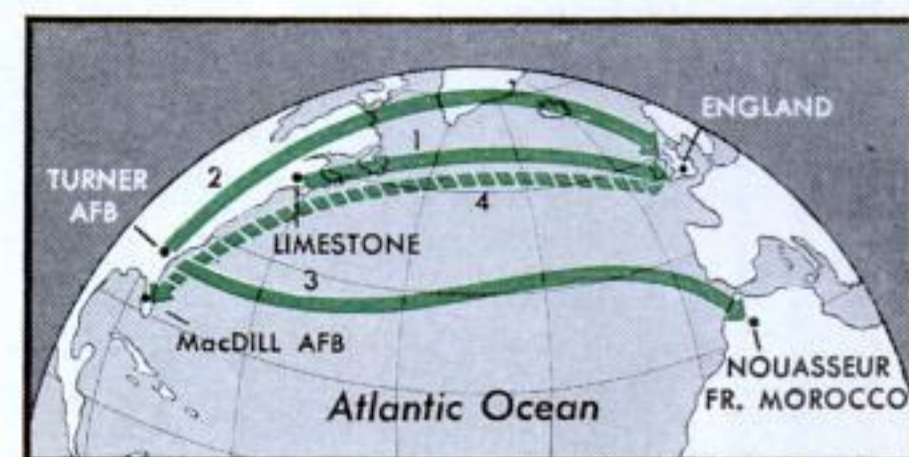
READY FOR REFUELING, B-47 opens its fuel receptacle as plane approaches tanker. Boom operator brings boom directly over hole, then presses lever which shoots extension with nozzle into hole. Bomber usually refuels at a distance of some 40 feet from tanker.

JET RANGE:

Technique of airborne refueling

In a series of far-flung missions over the past three months the Strategic Air Command has shown that it has reached a goal imperative for an air force in the atomic age. It has achieved global mobility, the ability to strike quickly wherever it has to strike. The key to this mobility is refueling in flight, an operation that once was an aerial stunt but by now is precise routine operation.

For years the Air Force was plagued by the problem of building a bomber force that combined the high speed of jets with the long range



ATLANTIC HOPS by Air Force include 1 45 B-47s to England, June 3; 2 20 F-84s to England, Aug. 30; 3 Eight F-84s to Africa, Aug. 20; 4 90 B-47s in switch between England and U.S., Sept. 4-7.

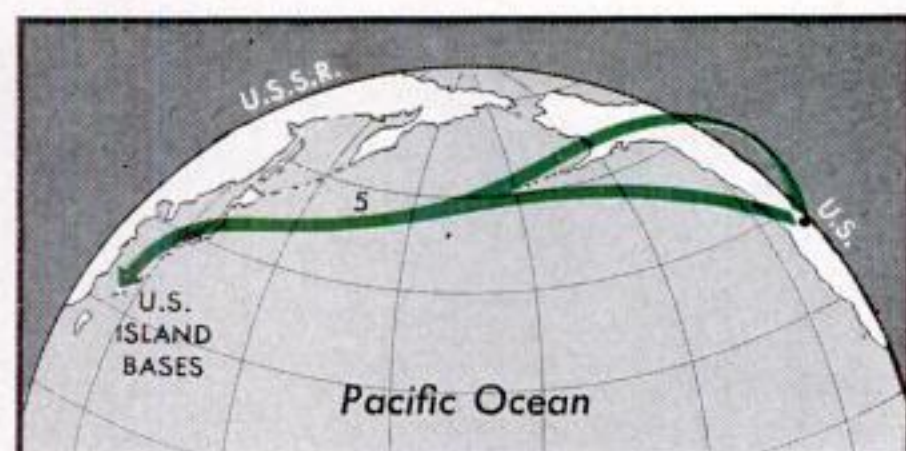


BOOM. BUTTERFLY WINGS NEAR BOOM'S END ENABLE OPERATOR IN TANKER TO GUIDE PIPE INTO POSITION FOR CONTACT

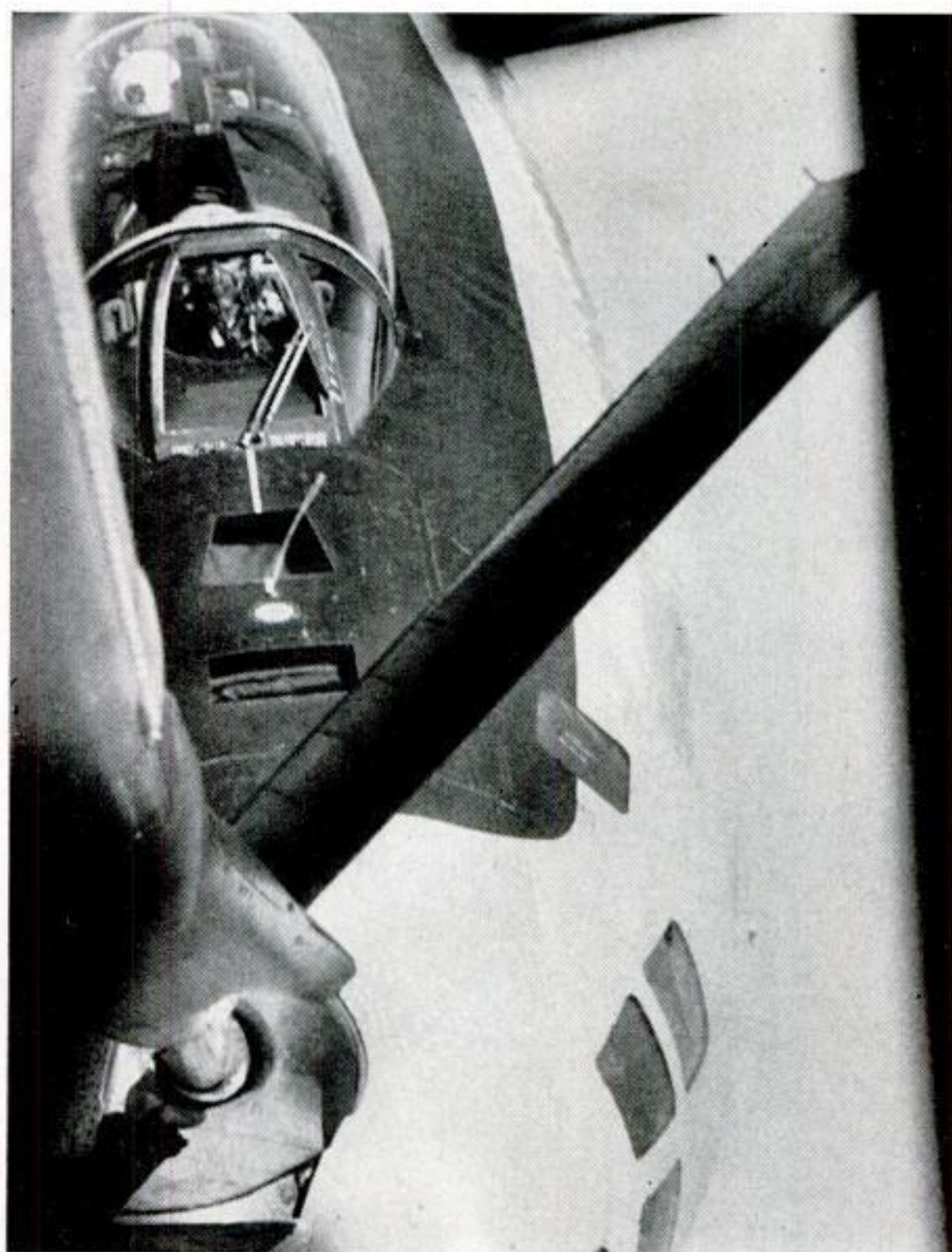
THE WORLD

enables bombers to go anywhere

of propeller-driven planes. Now jet bombers, which have the speed but lack the range, can take on extra fuel in flight from tankers like the KC-97s of the 91st Air Refueling Squadron shown on these pages. Last week the Air Force capped its global feats (maps, below) by shifting 45 B-47s from Fairford, England to MacDill Air Force Base at Tampa, Fla., while calling another 45 from MacDill to Fairford. By refueling, the planes flew 4,500 miles nonstop. One broke the speed record for the trip by crossing in 9 hours and 7 minutes.



PACIFIC HOPS made by Air Force include two transocean flights by B-36s, Aug. 23-25, driven by both propellers and jets. B-36s can fly global missions without refueling but lack speed of pure jets.

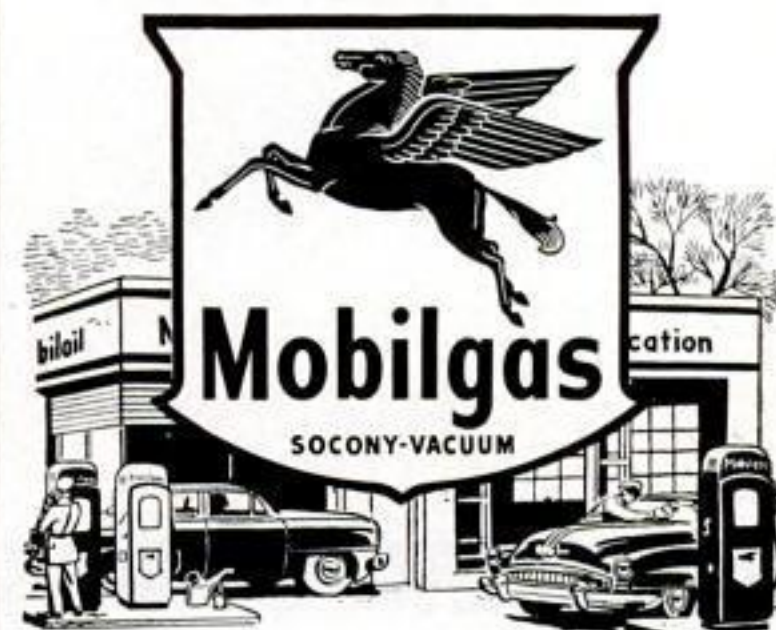


HOOKED FOR REFUELING over Maine, B-47 takes fuel at rate of a few hundred gallons per minute. Boom retracts automatically if plane receiving fuel comes too close or goes too far away or too far to either side. When not in use boom is stowed under tail of plane.

Chances are
3 to 1
Your
Battery's
OK—
But

See Your
Mobilgas Dealer
and Be Sure
with a

Mobil Battery Check



Now's the time for a fast, free battery check with exclusive Mobil Start-O-Scope. Tells you immediately the condition of your battery. Need a new battery? Mobil "210," of course!

Your
Best
Battery
Buy!



Mobil "210" Battery

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates:
MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

*So good...it's the best selling shoe
in all America*



\$7.95

Thom McAn

A Division of Melville Shoe Corporation, 25 West 43rd Street, New York City



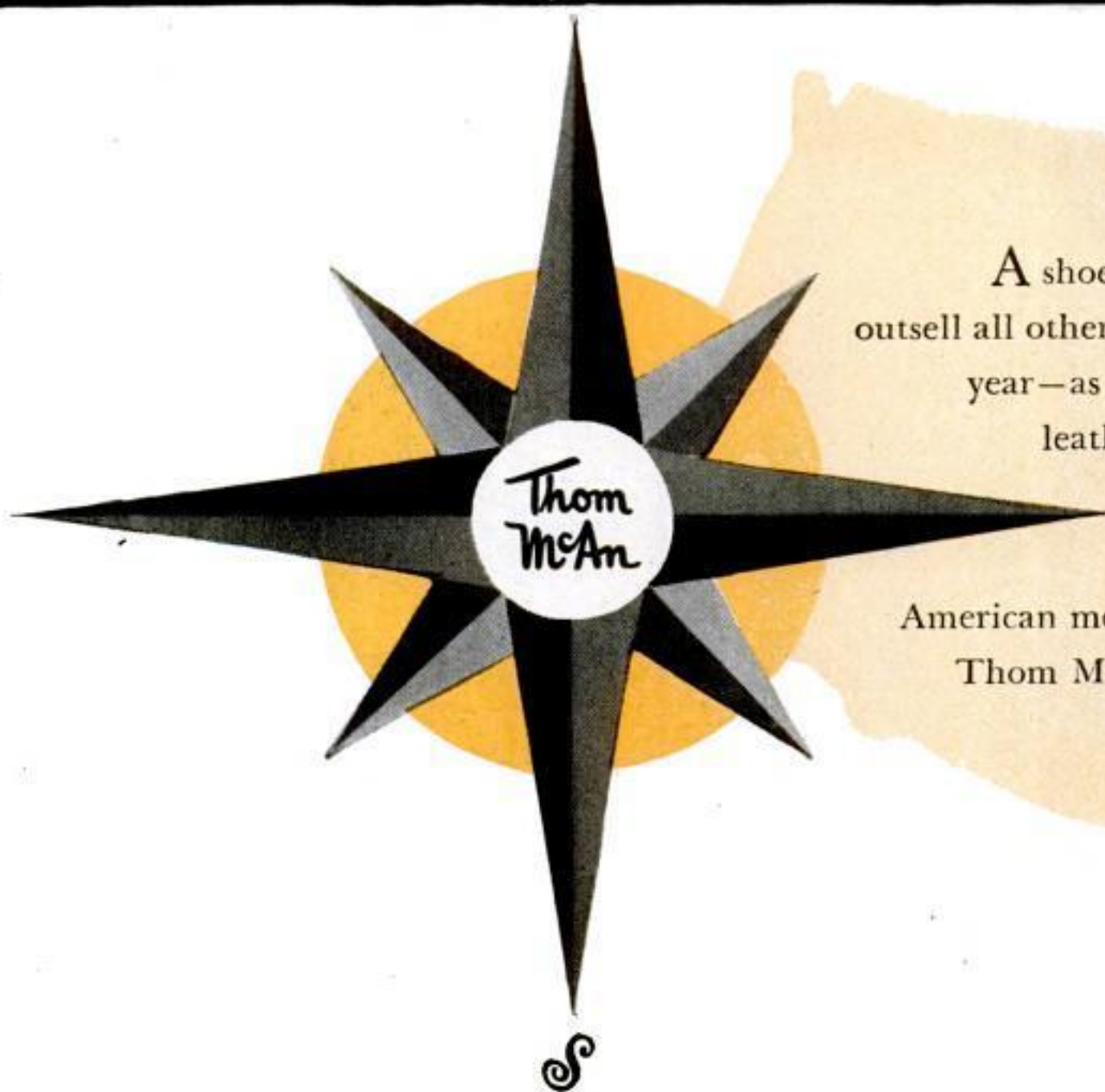
Nothing smarter than soft blue suede. Nothing more timely than the smart U-wingtip. Style 7888



Slip-on moccasin style in bourbon color soft leather. Elastic inserts for easy fit. Leather sole. Style 6758



Newest version of the slip-on shoe, made with expensive French binding. Rich bourbon color. Style 6775



A shoe has to be good to outsell all others—month after month, year after year—as Thom McAn does! The quality of the leather must be consistently high . . . the style and workmanship right in every detail. The construction must stand up, come wear and weather.

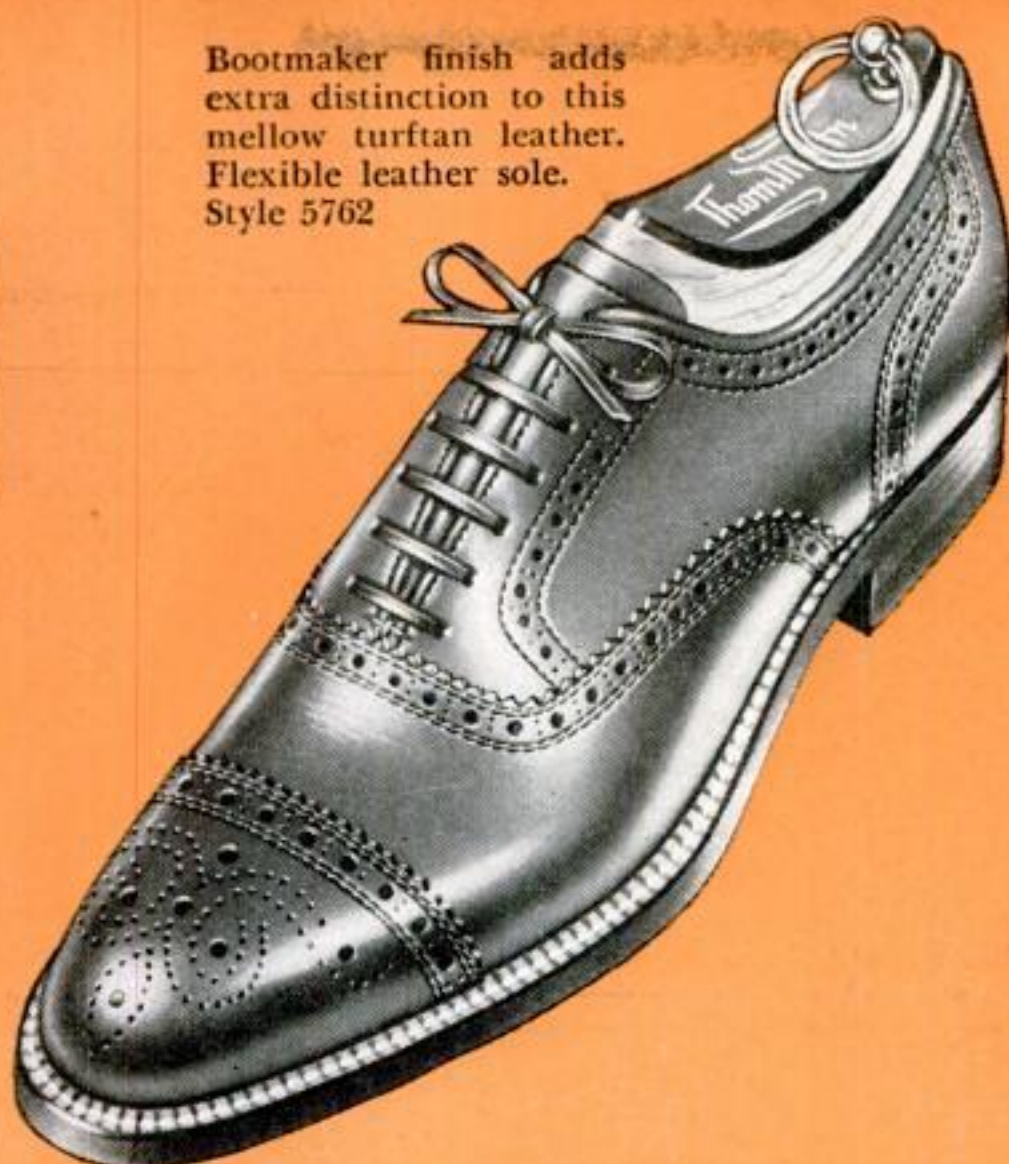
American men know value—and in every section, every direction, Thom McAn is the unchallenged leader among men's shoes.

Get yourself a pair and find out first hand why they say of Thom McAn: so good, it's the best-selling shoe in all America!

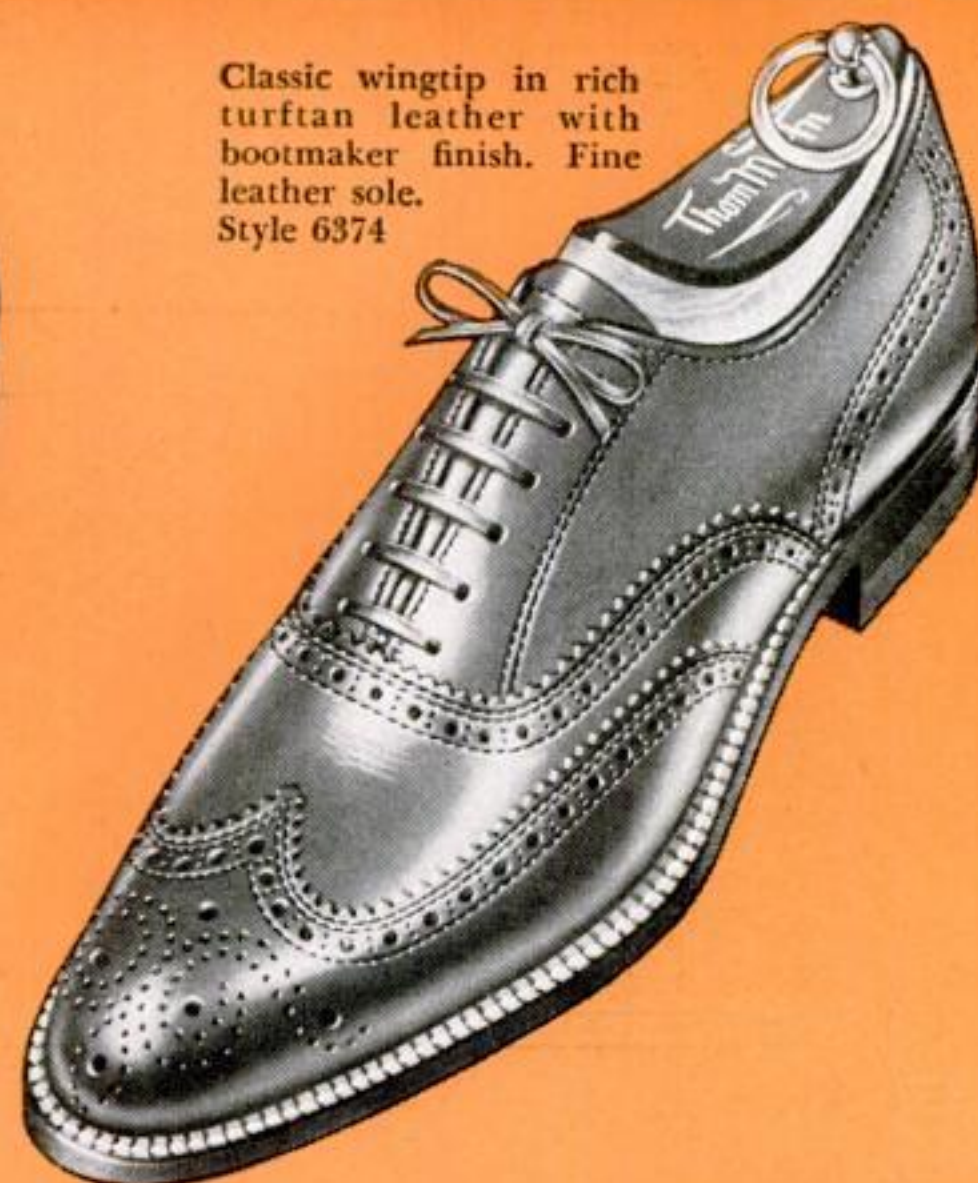
The popular U-wingtip in a flattering, rich mahogany shade. Double welt stitched to heel. Leather sole.
Style 6380



Bootmaker finish adds extra distinction to this mellow turftan leather. Flexible leather sole.
Style 5762



Classic wingtip in rich turftan leather with bootmaker finish. Fine leather sole.
Style 6374



Here's our fast-selling harvest color Scotch Grain in the classic wingtip design.
Style 6382



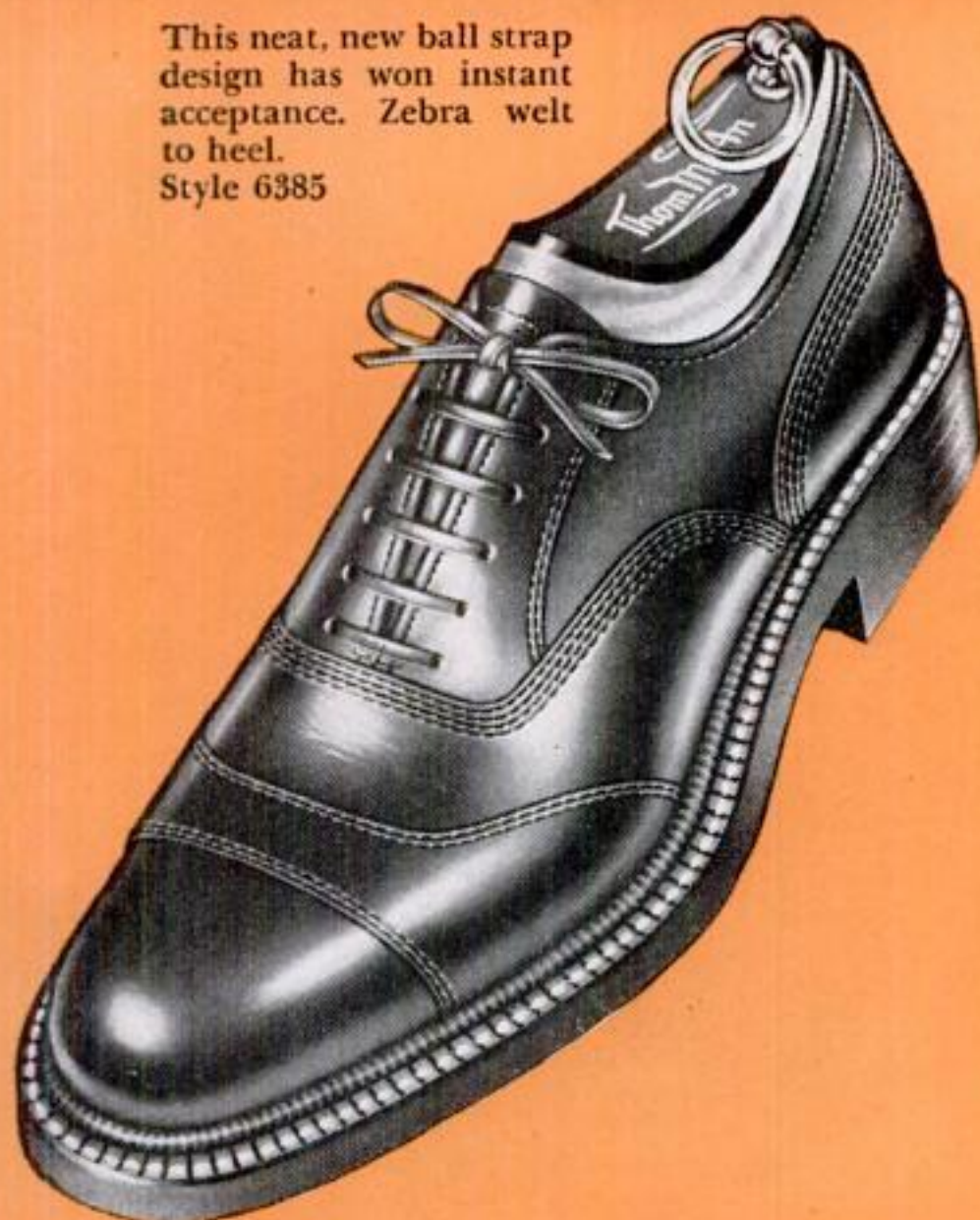
Our best-selling Scotch Grain shoe. Rendered in the handsome and popular harvest color.
Style 6213



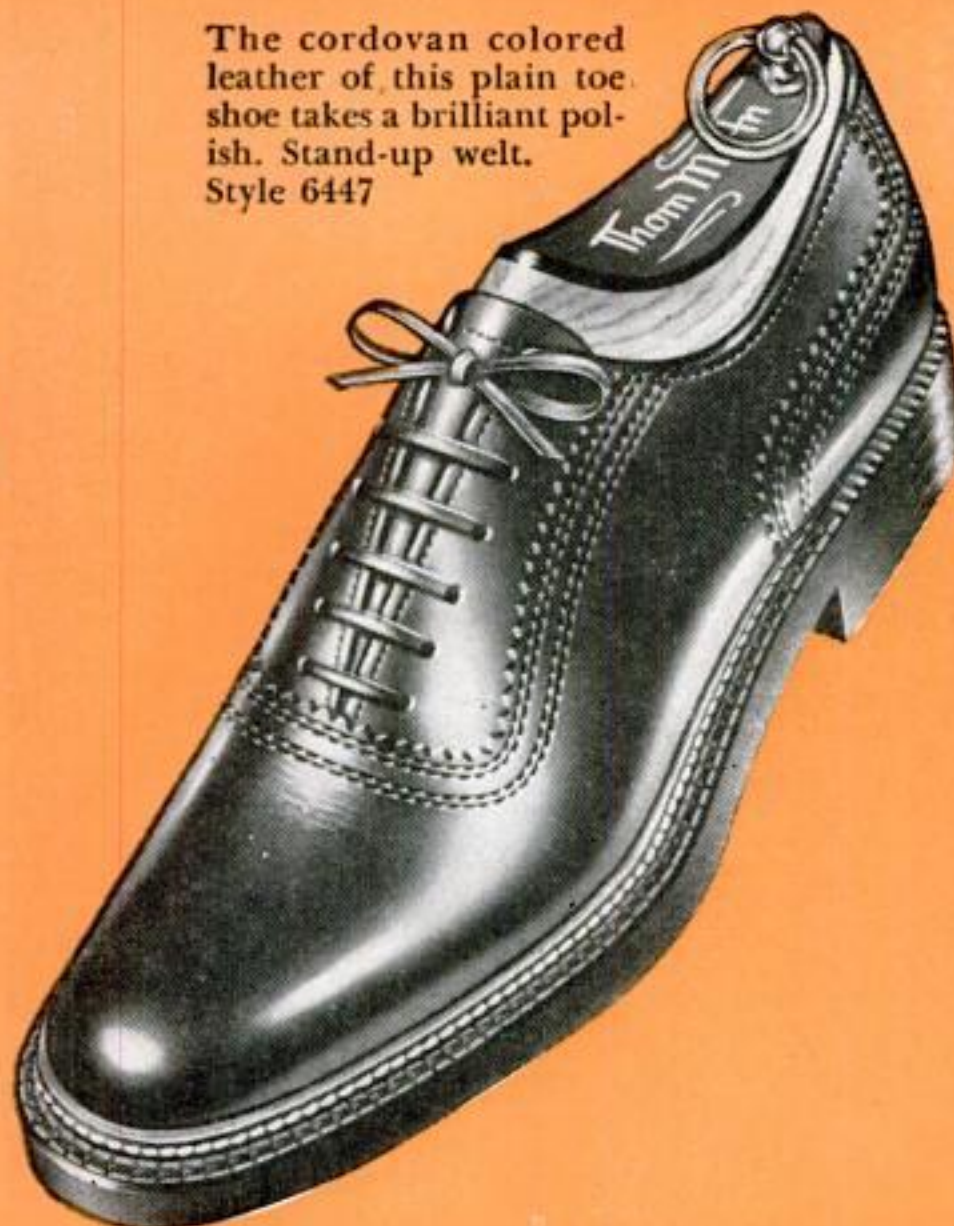
Fine-textured grain leather in a deep rich cherry tone. Storm welt goes all around.
Style 6567



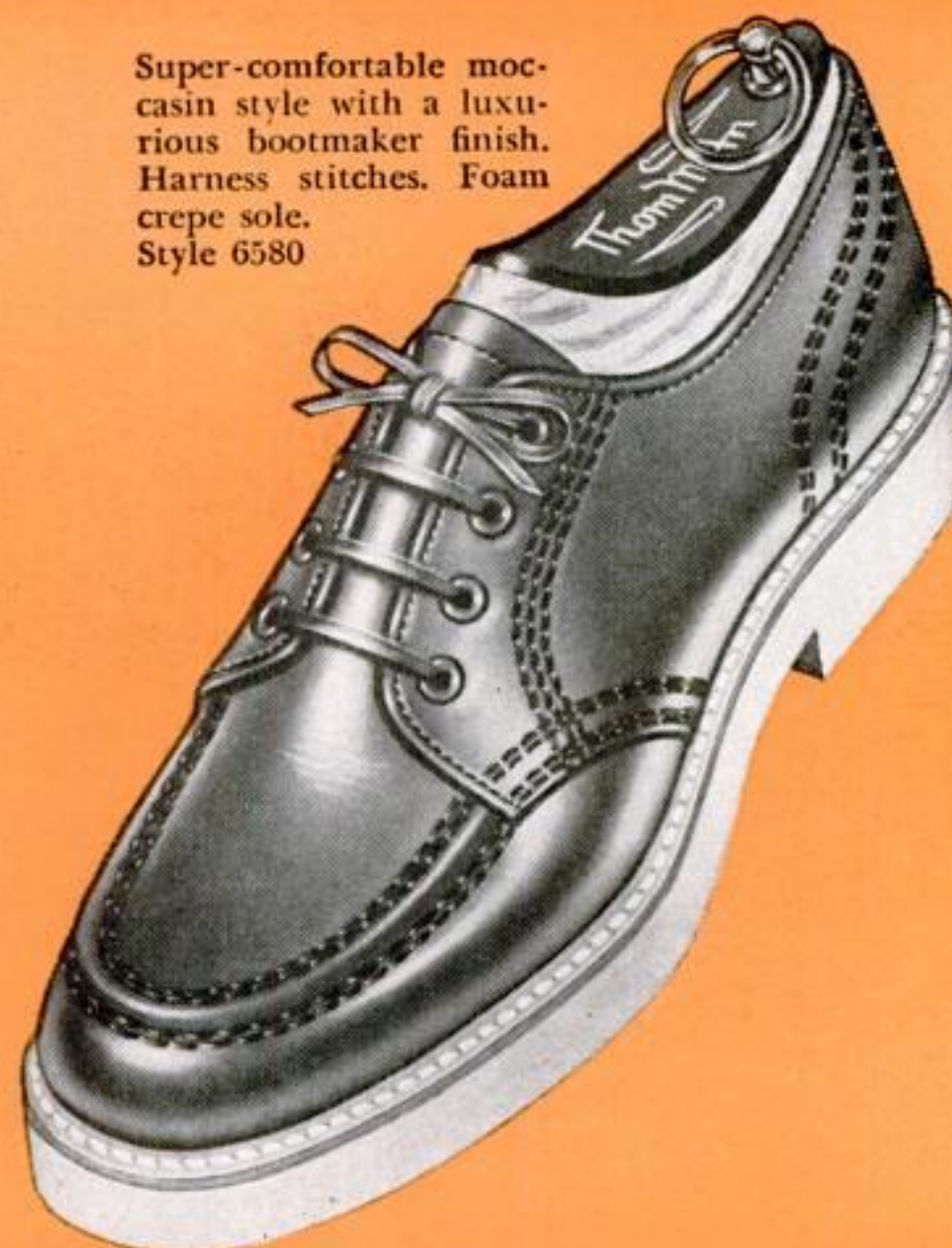
This neat, new ball strap design has won instant acceptance. Zebra welt to heel.
Style 6385



The cordovan colored leather of this plain toe shoe takes a brilliant polish. Stand-up welt.
Style 6447



Super-comfortable moccasin style with a luxurious bootmaker finish. Harness stitches. Foam crepe sole.
Style 6580





BEFORE "OPERATION TORNADO" Beecher, between Coldwater Road (left) and Kurtz Avenue,

lay destroyed by tornado. Here, day after disaster, owners look for belongings in ruins where 113 died.

CONSTRUCTIVE 'TORNADO'

Flint volunteers pitch in to rebuild 189 houses storm wrecked

After a tornado roared down last June on the Flint, Mich. suburb of Beecher, destroying or damaging 189 houses, most of the homeless took to trailers and squatted unhappily amid the ruins. Looking on this scene, Father Henry Berkemeier of the township's St. Francis of Assisi Catholic Church was filled with a compassionate and dynamic idea: to rebuild Beecher in one weekend of herculean effort. Sloughing off pessimists, he got city officials, the building trades and the Junior Chamber of Commerce to crank up Operation Tornado.

Each homeowner was told to design the house he wanted, was promised materials at

near cost, labor free. When a call went out for skilled volunteers hundreds of carpenters, electricians, painters, bricklayers responded, and one planeload of plumbers came all the way from Cleveland. Thousands of white collar workers, businessmen, farmers wanted in too. On Saturday morning skilled and unskilled swarmed over the scabrous acres. By Sunday night every damaged house had been repaired and 80 of 97 destroyed stood proudly rebuilt. When the chairman of the operation committee handed Father Berkemeier the Operation Tornado flag to hang in his church, both men burst into tears at the miracle of brotherliness.



AFTER OPERATION TORNADO, same area as in picture above shows several houses completed.

Workmen will come back in their spare time to finish houses not entirely completed during operation.



LATE INTO NIGHT carpenters and homeowner Robert Curey work on roof rebuilding his house.



BIG TENT was operation nerve center and labor pool. National Guardsman strings loudspeaker wire.



LADY CARPENTERS included two professionals putting floor over basement where 17 were saved.

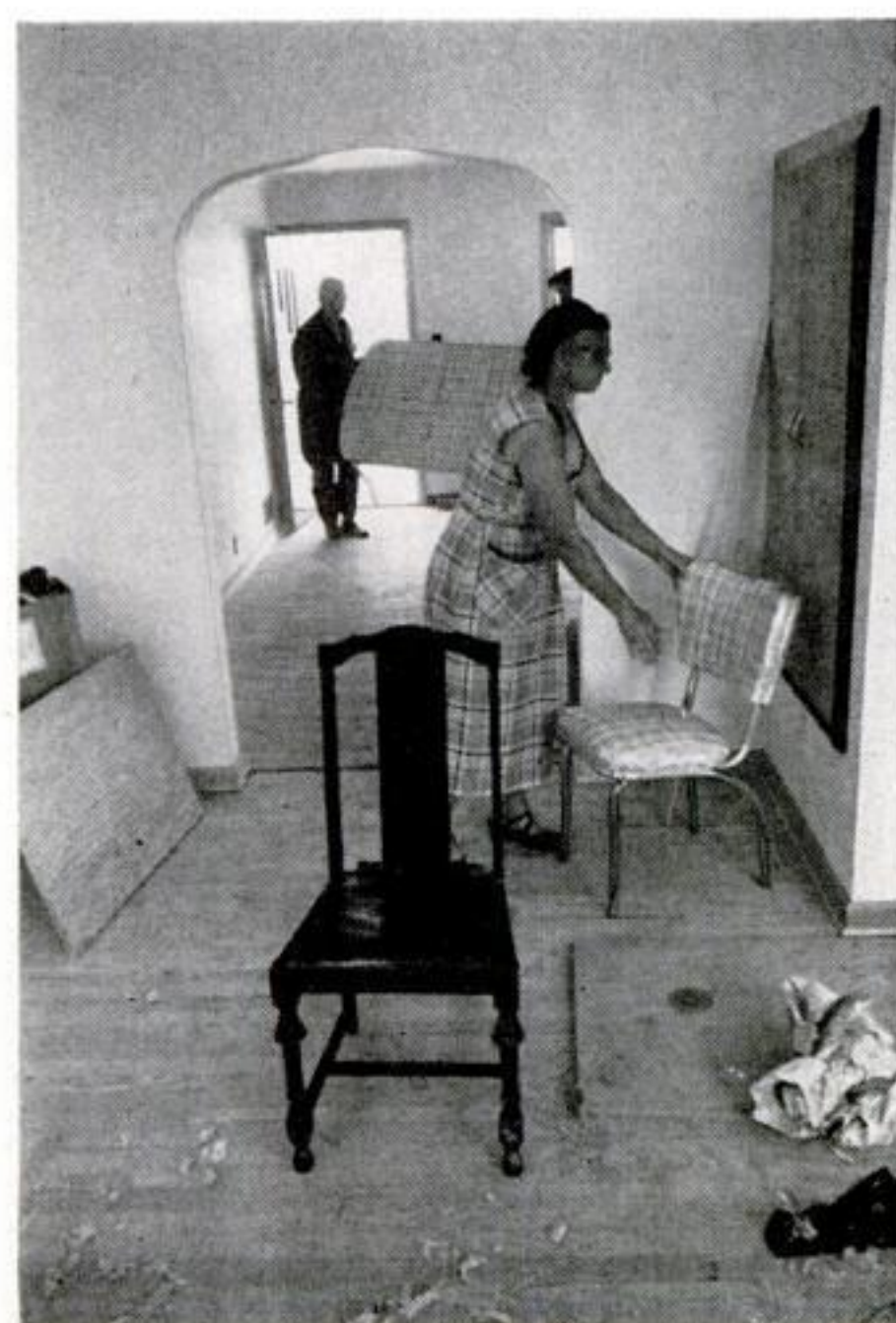


YOUNG WIDOWER, Tom Gensel (right), who lost wife and four children, looks over house plans.

He did not want to rebuild but Father Berkemeier persuaded him, to "give him something to live for."



PROJECT AUTHOR Father Berkemeier chats with George Bauer while workers put siding on his house.



MOVING IN after their new house is completed, the Allen Crosbys lug new furniture for kitchen.

His grandson stands in door of trailer in which Curey family of four has been living since tornado.

LIFE ON THE NEWSFRONTS OF THE WORLD

Divers bring up 'Flying Enterprise' treasure, U.S. gives dollars to Iran, General Wainwright dies

Italian divers, employed by marine insurance companies submerged 240 feet beneath the surface of the sea south of England, found the sunken wreck of the *Flying Enterprise* lying on the bottom, went through some of its compartments to see what they might salvage. Their haul included some typewriters, porcelain laboratory equipment, automobiles, soccer balls, 1,500 wrist watches and several bundles of soggy paper. When it was spread out on hot plates and clotheslines to dry, the wet paper (right) proved to be stock certificates issued by Spanish, German and Brazilian corporations plus £5,000 of British money and \$75,000 in \$1, \$5, \$10 and \$50 American bills. The hoard of money apparently had been listed as ordinary cargo and put aboard the ill-fated ship by Swiss bankers who were trying to unload an oversupply of foreign currency. When informed of the treasure pulled out of the sunken hull, Captain Kurt Carlsen, who had stuck to the sinking ship for 13 days before it sank on Jan. 10, 1952 in a desperate effort to save its then-unnamed cargo, said he had no idea that he had had a load of money aboard.

President Eisenhower, in a letter last week to new Premier Fazlollah Zahedi of Iran, promised that the U.S. stood "ready to assist" the new government financially. Subsequently the President announced the amount of aid now available: \$45 million. Said Premier Zahedi of the help, "The speed is particularly appreciated."



MacARTHUR GREETED WAINWRIGHT IN 1945

Death takes a hero

When President Roosevelt ordered General MacArthur to escape from Manila in 1942, another American general had to stay behind on Corregidor with his troops. That man was General Jonathan M. Wainwright. In 1945, after enduring all the agonies of Japanese imprisonment including brutal beatings and starvation, General Wainwright watched the final Japanese surrender signed aboard the U.S.S. *Missouri*. Two years later he retired from the Army and went into private business. But his health was failing and two months ago he entered a hospital. Last week, at the age of 70, the hero of Corregidor was dead.



MOIST MONEY BROUGHT UP FROM THE "FLYING ENTERPRISE" DRIES OUT ON A LINE

Radio stations in China began broadcasting in outlying provinces details on government-organized hunting parties out after "wild beasts, panthers and tigers" which, in parties of 700 or 800, are destroying potato, rice and corn crops. Chinese peasants are urged to organize a "beast-prevention intelligence network." But since China has few marauding panthers or tigers and the Chinese press has been known at times to use the term "tigers" for human bandits, the hunting parties are probably gunning for dissatisfied or rebellious peasants.

Same Army, fewer planes

The Defense Department canceled a 50,000-man cut in the Army's strength, announced when the truce was signed, because units cannot be moved out of Korea until peace is definitely assured. Consequently draft quotas will remain at around 23,000 men per month. The Air Force meanwhile canceled production of 965 aircraft, most of them fighters and fighter bombers, as part of Defense Secretary Wilson's economy cutback in U.S. airpower.

The firing of 11 American ex-employees of the U.N. as a result of their refusal to cooperate with federal loyalty inquiries was reversed by the U.N.'s Administrative Tribunal. The tribunal ordered that four of them be reinstated with back pay and that the other seven be paid more than \$130,000 in lieu of reinstatement. But U.N. Secretary General Dag Hammarskjöld said he would not rehire the four, wanted instead to pay them off too.

Trouble over Trieste

The traditional lack of trust between Italy and Yugoslavia last week led to a new and noisy squabble about Trieste. Italy's government, announcing that it was gravely concerned over rumors that Marshal Tito was planning to annex part of the tiny free territory which lies between the two nations, ordered Italian troops

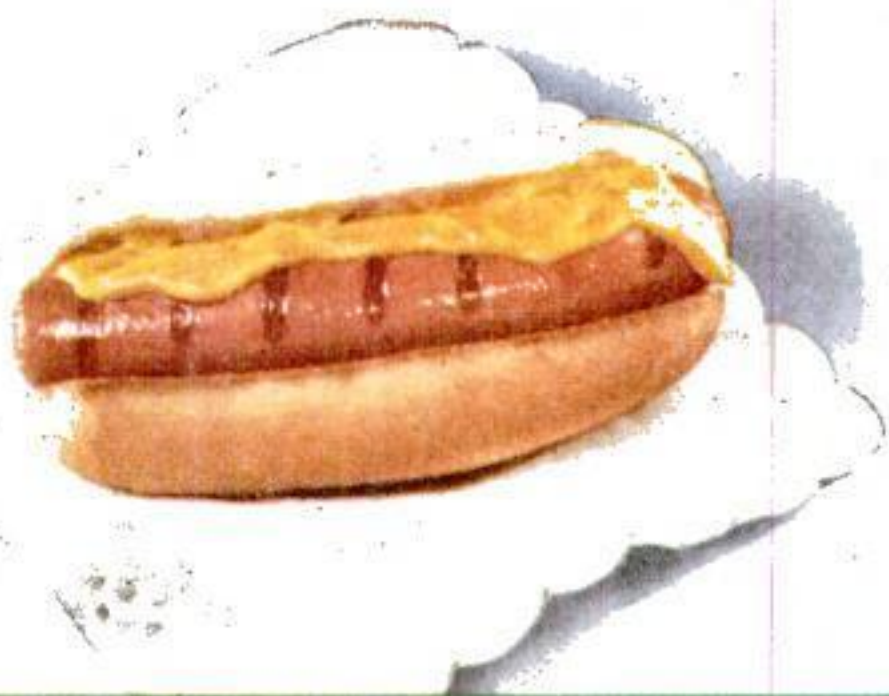
to begin maneuvers near the border. Yugoslavia objected sternly, demanded to know why Italy had failed to use diplomatic channels to assuage her fears, threatened to roll her own powerful and modernized army up to the border if Italy's troops stayed in position. Peace lovers hoped that there was much more bluster than bite behind the strong words being used by both governments.

Lieut. Colonel Marion E. Carl of the Marines flew a rocket-powered Douglas Skyrocket nearly 16 miles up, setting a new altitude record of 83,235 feet. The high flight, which was made to test a new pressurized pilot suit, beat the 79,494-foot mark set by Bill Bridgeman in 1951.

How to abuse the U.S.

Inspired officials of the East German Communist party, ever diligent in setting standards to which party members may conform, issued a list of the terms which are approved for use in vilifying the West. Henceforth Red speakers will know they are on safe ground if they choose any of the following synonyms for Americans: "Monkey killers, lice breeders, mass poisoners, chewing-gum spivs, boogie-woogie tramps, gas-chamber ideologists, leprous heroes, breeders of trichinosis, arsenic mixers, delirious lunatics, exploiters of epidemics." For the British a different set of terms must be used: "paralytic sycophants, effete betrayers of humanity, carrion-eating servile imitators, arch cowards and collaborators, conceited dandies or playboy soldiers."

At Fort Bragg a motor-powered, pontoon-type assault raft upset during a training maneuver and dumped 40 rookies into the water. Although rescue craft and helicopters were on the scene in a matter of minutes, 20 soldiers drowned. The boats were overloaded. The men were burdened with heavy boots and uniforms. And most of the victims did not know how to swim.



Coke must have something



Boy says to girl—"Let's have a Coke on that one!" And so it goes—wherever there's fun, excitement, good times, there you'll find people reaching happily for a Coke. What is that extra something Coke has? It has matchless flavor—and quality you trust.



"COKE" IS A REGISTERED TRADE-MARK.

COPYRIGHT 1953, THE COCA-COLA COMPANY

World's smartest sofa hides the



"T-Cushion" Modern Lawson. Its smart, clean-cut lines go beautifully with traditional or modern settings. This "T-Cushion" model shown above in dark green tweed mohair. Your Simmons dealer also has it in persimmon, charcoal, dark brown and olive green. Price with a Beautyrest mattress and Beautyrest seat cushions, full size \$299.50, apartment size \$289.50.



Don't settle for makeshift sleeping! With this de luxe Hide-A-Bed sofa by Simmons, you get the world's most comfortable mattress: the full-width, full-length famous Beautyrest made only by Simmons . . . in addition to Beautyrest seat cushions.

Only Simmons makes **HIDE-A-BED SOFAS**

Only the HIDE-A-BED SOFAS have BEAUTYREST mattresses

*Trade-mark Reg. U. S. Patent Office. Copr. 1953 by Simmons Co., Mds. Mart, Chicago, Ill.
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world's most comfortable bed

Hide-A-Bed sofas by Simmons capture fashion honors with five NEW stunning styles

Introducing five Hide-A-Bed* sofas that are a triumph in styling . . . smartly tailored in fabrics that heighten the beauty of any home.

Each Hide-A-Bed sofa holds a world of deep-down comfort within its smart lines—both as a sofa and as a bed. As your friends admire your new sofa, they'll never guess it leads a double life! Think of one for your den-guest room, your 24-hour living room, an attractive one-room apartment.

And here's the most exciting news of all! . . . No other sofa-bed but the Hide-A-Bed sofa, has Beautyrest* . . . known by the world's most rested people, as the world's most comfortable mattress.

But we've diverted your eyes long enough. Beautiful, aren't they! See them at your dealer's . . . *right up close!*

Note: All styles are available with either a BEAUTYREST mattress or a Deepsleep* mattress. Beautyrest only \$20 additional.



"Ranch House Modern." Long, low-sweeping lines create this strikingly handsome Hide-A-Bed sofa with the spacious look. You see it here in persimmon heather tweed. Also in green, charcoal, turquoise and citron. With a Deepsleep mattress. Full size \$349. Apartment size \$339.



"Low-backed Tuxedo." Its smart lines tell you this Hide-A-Bed sofa fits most room plans. In gold bouclé tweed. Also in green, gray, coral, brown and charcoal. With a Deepsleep mattress. Full size \$229.50. Apartment size \$219.50.



"Modern Club." Tweed mohair adds to the beautifully tailored lines of this Hide-A-Bed sofa. Shown in olive green. Also brown, persimmon, toast and citron. With a Deepsleep mattress. Full size \$299.50. Apartment size \$289.50.



"Traditional Lawson." A popular style that gains new beauty with this fabric that looks like textured linen. It's in charcoal. See it also in gold, persimmon, green, brown and turquoise. With a Deepsleep mattress. Full size \$249.50. Apartment size \$239.50.



Send today for new home decorating booklet, "14 Ways to Make an Extra Room."

Space-saving ideas from leading decorators! Illustrated booklet includes floor plans and color illustrations of rooms and fabrics. Also, room-planning kit with scaled cutouts. Get yours now. Send 25¢ and coupon below.

SIMMONS COMPANY, Dept. D-9
Merchandise Mart Plaza, Chicago 54, Ill.

Gentlemen: Enclosed please find 25¢ for one copy of your booklet, "14 Ways to Make an Extra Room." (Booklet includes room-planning kit.)

Name _____

[PLEASE PRINT]

Street _____

City _____ State _____



Deliciously yours!

P.S. Is there a more delicious mingling of flavors anywhere than smoky bacon...rich, melted cheese...and the spicy, tart-sweet tang of Hunt's Catsup? Your grocer has everything. **Hunt - for the best!**

Copyright 1953, Hunt Foods, Inc., Fullerton, Calif.



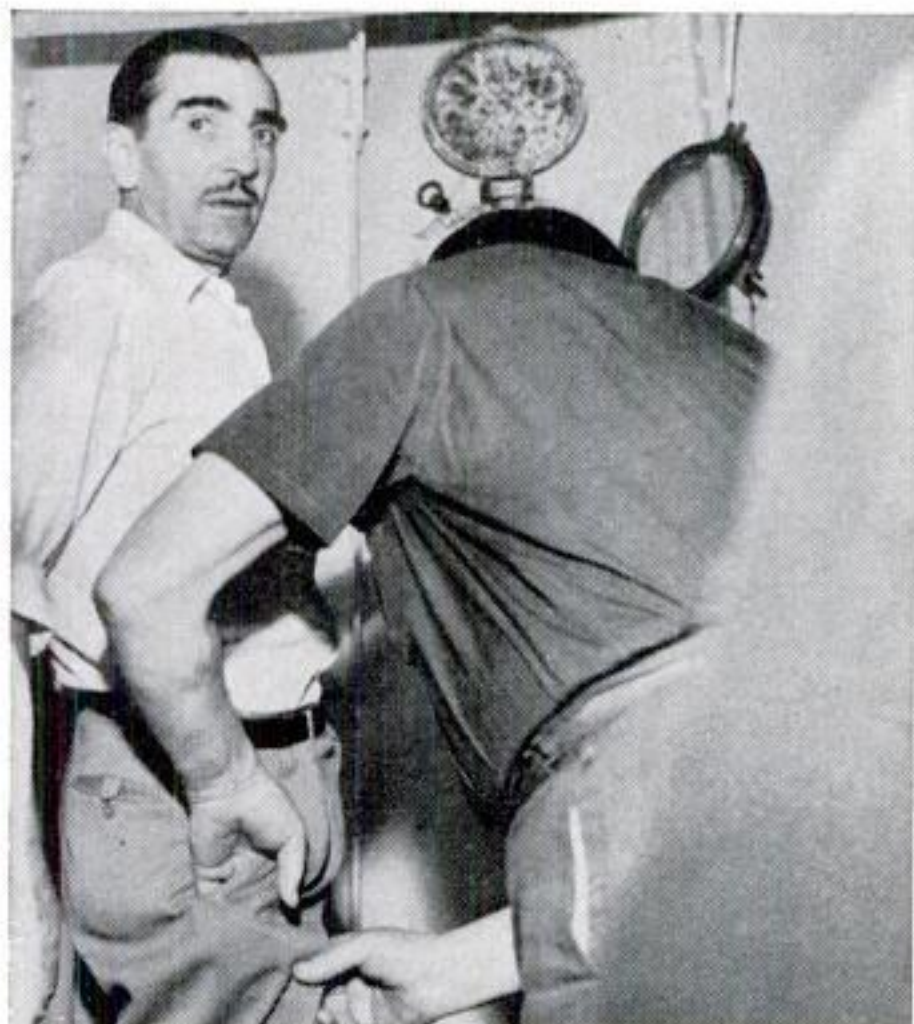
ON FERRY O'Brien appeared at Hong Kong (LIFE, Oct. 20).

A LONG VOYAGE TO NO HOME

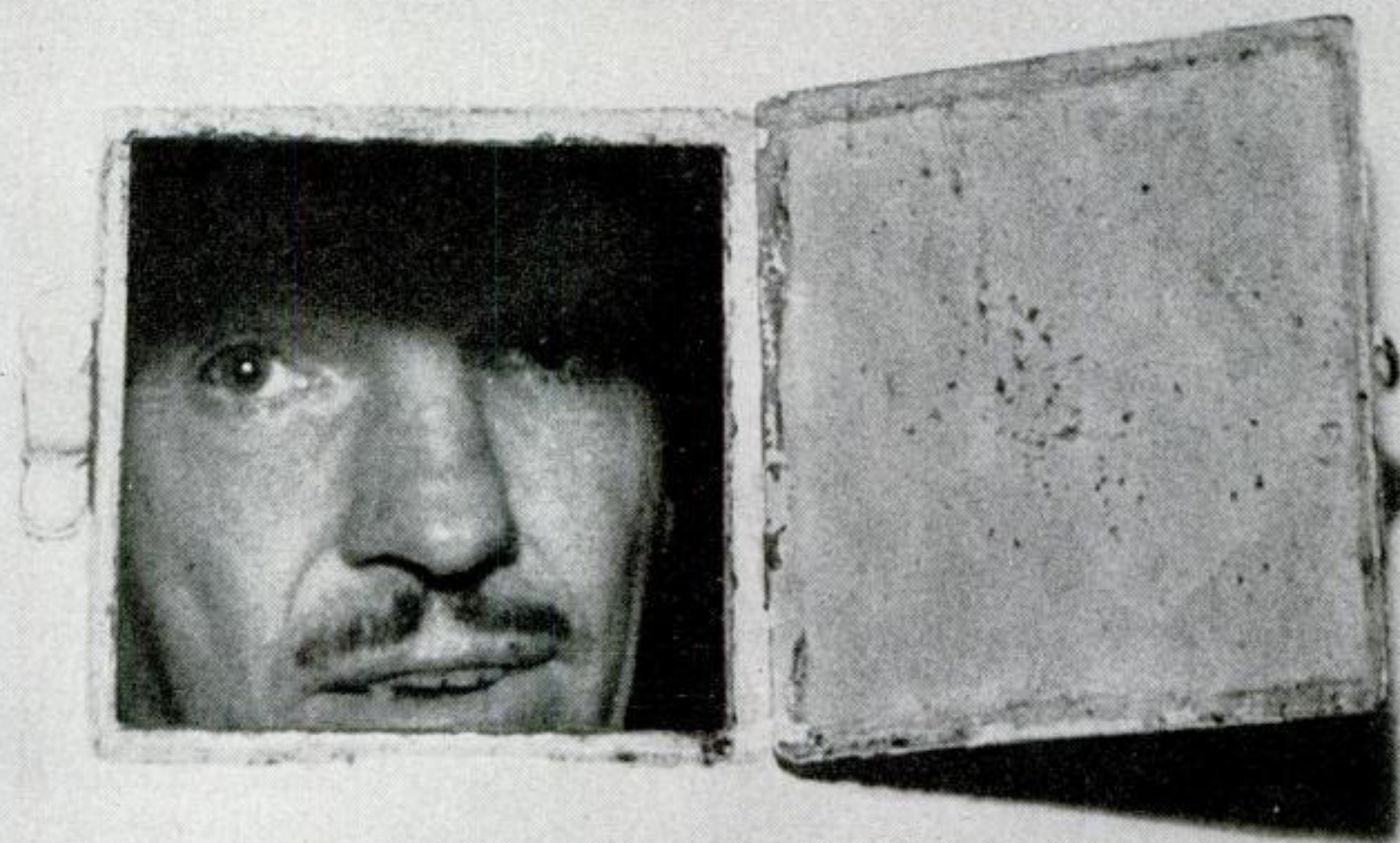
**Brazil locks out stateless man
and a French ship locks him in**

For 10 long months Michael Patrick O'Brien, soldier of fortune, sailed on the ferry between Hong Kong and Macao, barred from both because he had no identification papers any government would recognize. Finally Brazil agreed to give him a visa. O'Brien flew to Italy, then boarded the French ship *Bretagne* and two weeks ago sailed into Rio de Janeiro. There a shock awaited him. Brazilian immigration officers told him his visa had been revoked and sent him back aboard, where he was clapped in the brig (right).

O'Brien claimed to be a U.S. citizen. But the press was given a U.S. government report showing he was actually a Hungarian named Istvan Ragan who had a criminal record in the U.S. To escape a 20-year sentence he claimed Hungarian citizenship, went to China and settled in the Shanghai underworld. So Brazilian authorities rejected O'Brien-Ragan. If no other country will take him, the *Bretagne*, like the Hong Kong ferry, looks to be stuck with a long-term nonpaying passenger.



ON FRENCH LINER O'Brien-Ragan is searched thoroughly before being locked up with pickpocket.



IN THE BRIG O'Brien-Ragan stares sullenly at newsmen. Because he still holds transit visa for

Italy, *Bretagne's* captain has a faint hope of dumping his guest at one of the ship's next stops—Genoa.

New RCA Victor television with Rotomatic Tuning ...more to see...less to do and now, less to pay!

These are the best buys that ever tempted a TV customer—the latest big-screen models of America's largest-selling TV at the lowest prices in RCA Victor history.

Less to pay, yet . . .

There's more to see—the famous Magic Monitor circuit system screens out static, steps up power *automatically*—shows you more *detail*. Tunes finest "Golden Throat" sound with finest picture.

There's less to do—less dialing, less adjusting. With new Rotomatic Tuning every station is already tuned on target. Turn one knob—CLICK!—there's your station. The *action's* on the screen and *you* take it easy.

Widest choice of cabinets in RCA Victor history—and all showing quality workmanship unmistakably RCA Victor! Stunning fittings, matched grains, inlay effects. *Twelve* different cabinet finishes to choose from. Styles for period rooms, modern rooms, and many "free styles" to fit anywhere!

Service? The most expert and most dependable is available in all principal TV areas, through the RCA Victor Factory-Service Contract—and *only* to RCA Victor TV owners.

We suggest you see your RCA Victor dealer *soon*.

See the Goldbergs over NBC Television, Friday, 8:00 pm, EDT.

Suggested list prices shown, subject to change without notice. Slightly higher in far West and South.



Every year more people buy

\$179⁹⁵

for 17-inch Television

The new 17-inch CRAIG at a new low price of \$179.95. Built-in UHF tuning, optional at extra cost. In rich ebony finish. Has phono-jack for record player attachment.



ABOVE, MODEL 17S349

21-inch Television

\$229⁹⁵

The new BARTON brings you 21-inch TV for the lowest price in RCA Victor history. Built-in UHF tuning, optional at extra cost. Ebony finish. Matching stand available, extra.



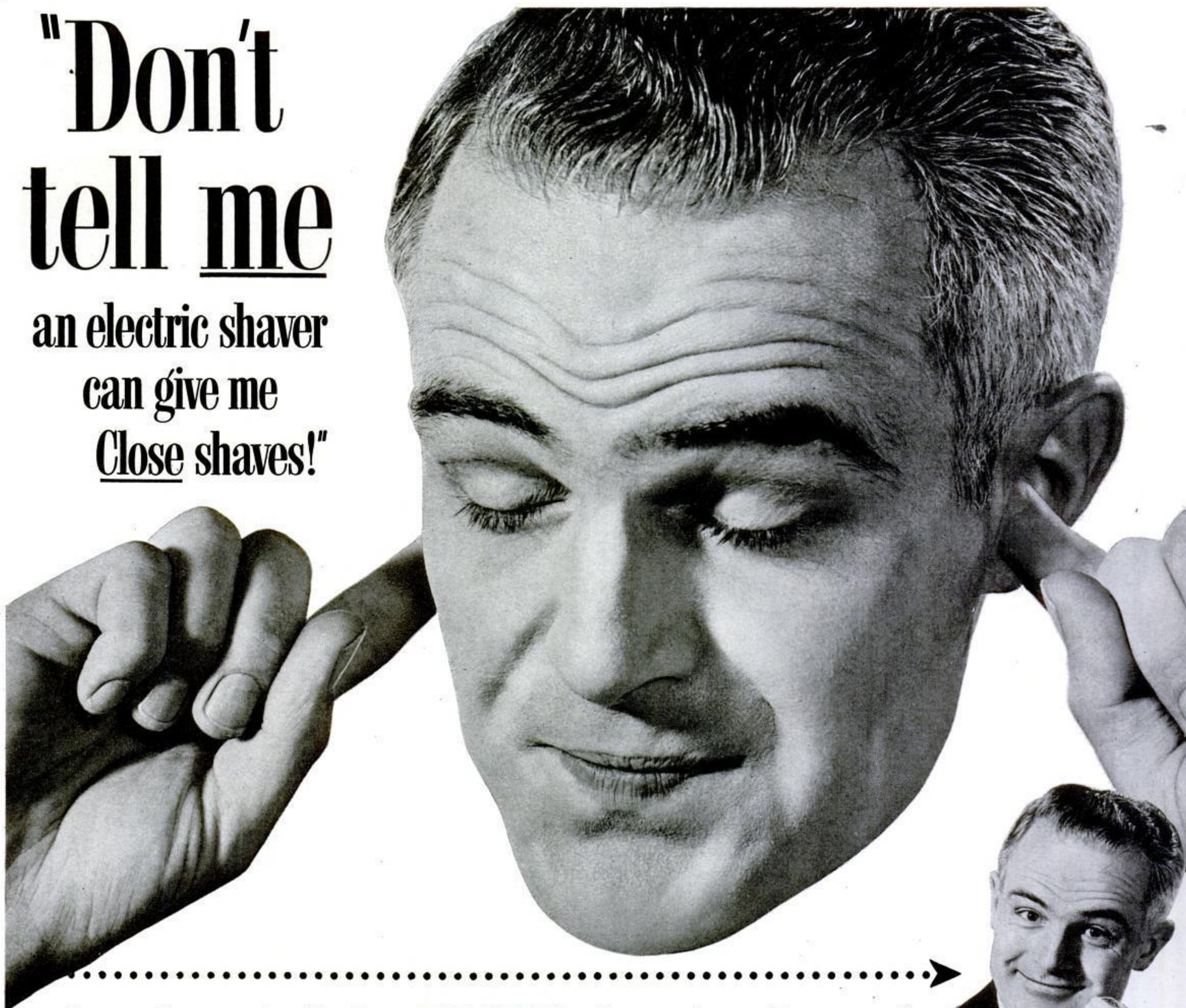
ABOVE, MODEL 21S353

RCA VICTOR than any other television

Tmks. ®

Division of Radio Corporation of America

"Don't
tell me
an electric shaver
can give me
Close shaves!"



-then he tried the RIGHT electric shaver!



"YOU mean I can give up all the muss and fuss of blade-shaving—and *still* get close shaves? You mean I can get every last whisker at skinline? You mean I can stop worrying about running out of blades? It's too good to be true!"

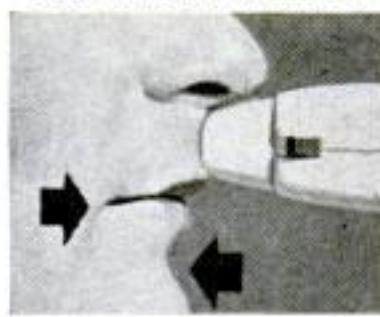
That's what so many men have said, when they discovered how easy it is with the *right* electric shaver—the Schick "20." When they realized that only the "20" has all 3 of the features you need for close electric shaves...

THE RIGHT EDGES



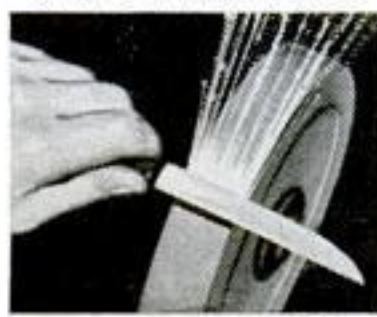
Bevelled Comb Edges. Lift whiskers like a comb, lead them in for a close shave.

THE RIGHT HEADS



Face-Fitted. Not bulky, but scientifically sized to get in anywhere, get every whisker.

SELF-SHARPENING



Sharpens As You Shave. Doesn't get dull, assures close shaves always.

On TV every week... "The Jackie Gleason Show" and "This Is Show Business"

Skeptics Invited!

SCHICK 10-DAY NO-RISK HOME TRIAL

Ask your dealer—or any Schick Electric Shaver Shop—to let you take home a Schick "20" on a 10-Day Home Trial. Then shave with it for 10 days. See for yourself if it doesn't give you comfortable, *close* shaves! You must be completely satisfied or you bring the shaver back to your dealer in 10 days—and get back every cent! You only keep it if you love it!

Schick "20"

—better-built for closer shaves

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE
Schick Incorporated, Stamford, Conn.

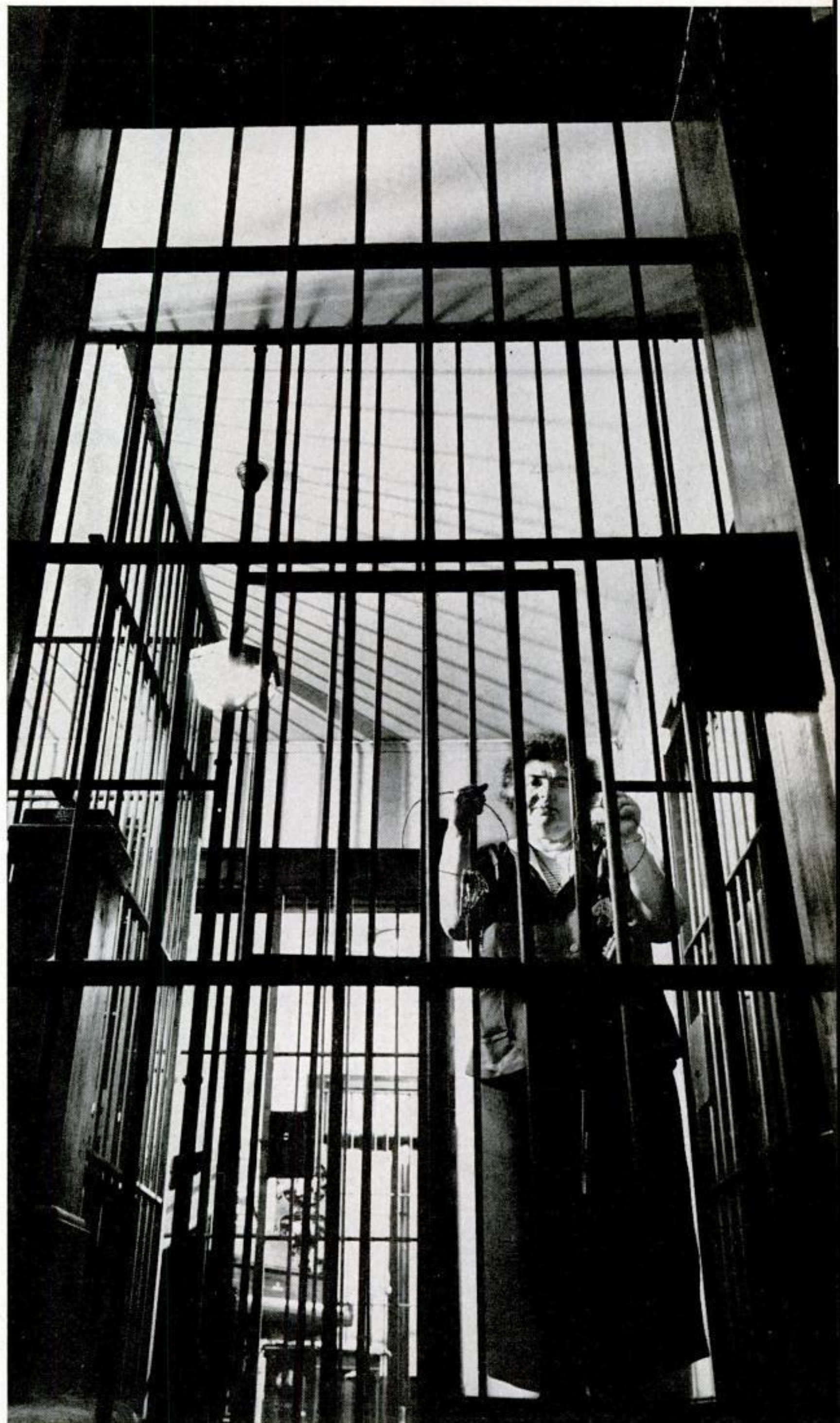


In handsome Caddy Case, \$26.50
New Schick "Colonel," \$19.95

S.S. 'MIRAMAR' AND HER EMBATTLED SKIPPER



"MIRAMAR" LIES NEARLY GUTTED BEHIND NEWTON HIGHLAND PARK HOUSE



SAFE BEHIND STEEL BARS IN HALL, MRS. NEWTON HOLDS PRISONLIKE KEYS

Neighborhood row over backyard boat brings vandalism and bitterness to Dallas suburb

With the bitterness that can be aroused only by a petty neighborhood fight, a tempestuous battle over a ship in a backyard has raged in the fashionable Dallas suburb of Highland Park and has finally been blown into the city courts. There the battered S.S. *Miramar* is being defended by her doughty skipper and poetess, Cosette Faust Newton. Mrs. Newton, whose husband is a highly respected eye surgeon, built the ship behind her house in 1940, christened it the S.S. *Miramar* and fitted it out with portholes, lifeboats and masts. For a while

the community was pleased with the S.S. *Miramar*, and it was much in demand for debutante dances, Red Cross classes and charity bazaars.

Then, partly because of the war, *Miramar* was closed. Immediately teenagers started raiding it, soon were tearing it to pieces. The community decided the ship was really an eyesore, and the Highland Park police told the Newtons they could not give adequate protection since boys would be boys. Neighbors circulated a petition demanding the "wreck" be cleared away, and city officials assured Mrs.

Newton the raids would stop if she tore down the ship. She refused. Meanwhile the raids widened to the Newton's house itself.

Altogether there have been about 500 raids. The attackers have uprooted shrubbery, tossed stink bombs, cut wires, smashed windows. This summer Mrs. Newton herself was knocked unconscious with a plank. As a defensive step the Newtons put in \$26,000 worth of steel bars and doors with prison locks, and Mrs. Newton wrote in her diary: "Again and again I count my rosary of steel-grille blessings."

Arvin

years-ahead all-channel TV



Buy Arvin and be sure
of style plus all these advantages!

All-Channel Tuning with ONE-KNOB CONTROL . . . pioneered by Arvin and now vastly improved for finest reception of all 82 VHF and UHF channels!

Automatic stabilization to prevent picture flop-over . . . Arvin's Automatic Electronic Stabilizer checks all types of interference—assures a rock-steady picture that "stays put."

Automatic contrast control . . . Arvin's Robot Compensator adjusts automatically for strong or weak signals, maintains contrast as you want it.

Maximum picture power . . . Arvin's 18,000 volts, with aluminized picture tube, give you a sharper, more brilliant picture—never a gray, fuzzy image.

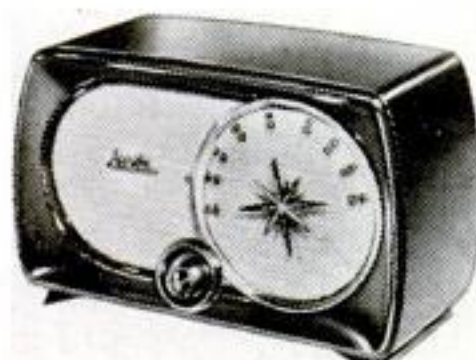
Finest picture detail, noise-free sound . . . Arvin's new High-Fidelity Interlace gives you "front row" realism.



Choice of 21 basic models with 17, 21, 24, and 27-inch screens; mahogany, lined oak, maple, cherry. \$199.95 to \$719.95 including federal excise tax and warranty. Arvin Industries, Inc., Columbus, Indiana.



Arvin Sleepytimer Clock-Radio in five colors. Turns music on and off automatically; follow-up buzzer alarm; 1100-watt appliance outlet. \$39.95



Arvin Urbanite, latest in radio styling with crystal dial; outstanding beauty and performance. Choice of 4 colors \$22.95; walnut finish, \$19.95



Arvin Rainbow, shatterproof, kid-proof radio, stunningly styled in 6 gay decorator colors to harmonize with any room. Over 4 million in use. \$14.95



"CAPTAIN NEWTON" wears her nautical uniform at entrance to an S.S. *Miramar* defense stamp party thrown in 1942 when the ship was popular with Dallas society. In her arms she holds cat Zeta which was later strangled by vandals. The upstairs bedroom in her home was left in shambles (center) by a

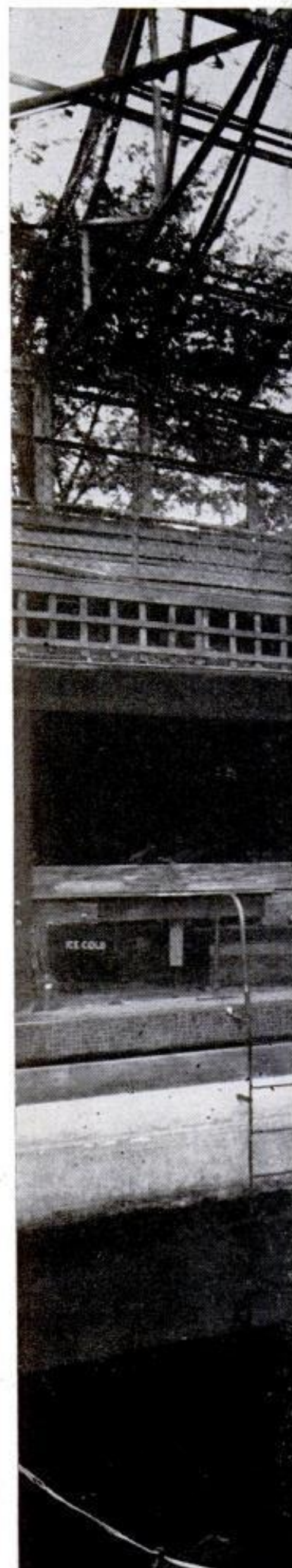


HER HOME BECOMES THE SCENE OF WAR

To protect the *Miramar* against the raiders, the Newtons installed a \$1,500 burglar alarm system, built walls, ringed the house with \$5,000 worth of barbed wire. When these failed to keep vandals out, Mrs. Newton put the steel grilles around windows, doors, halls, stairways. But Highland Park officials sought a court order requiring the Newtons to demolish what is left of the *Miramar*, contending "an adequate description defies words" and that the Newton front yard is a "bizarre combination of a seaside resort and an entangled battlefield." Pending decision, the court issued an order forbidding the Newtons from making any repairs, and two Newton employees were arrested for nailing two boards together. The Newtons' lawyer, claiming they were persecuted "like something out of the Middle Ages," vowed to fight the case to the Supreme Court.

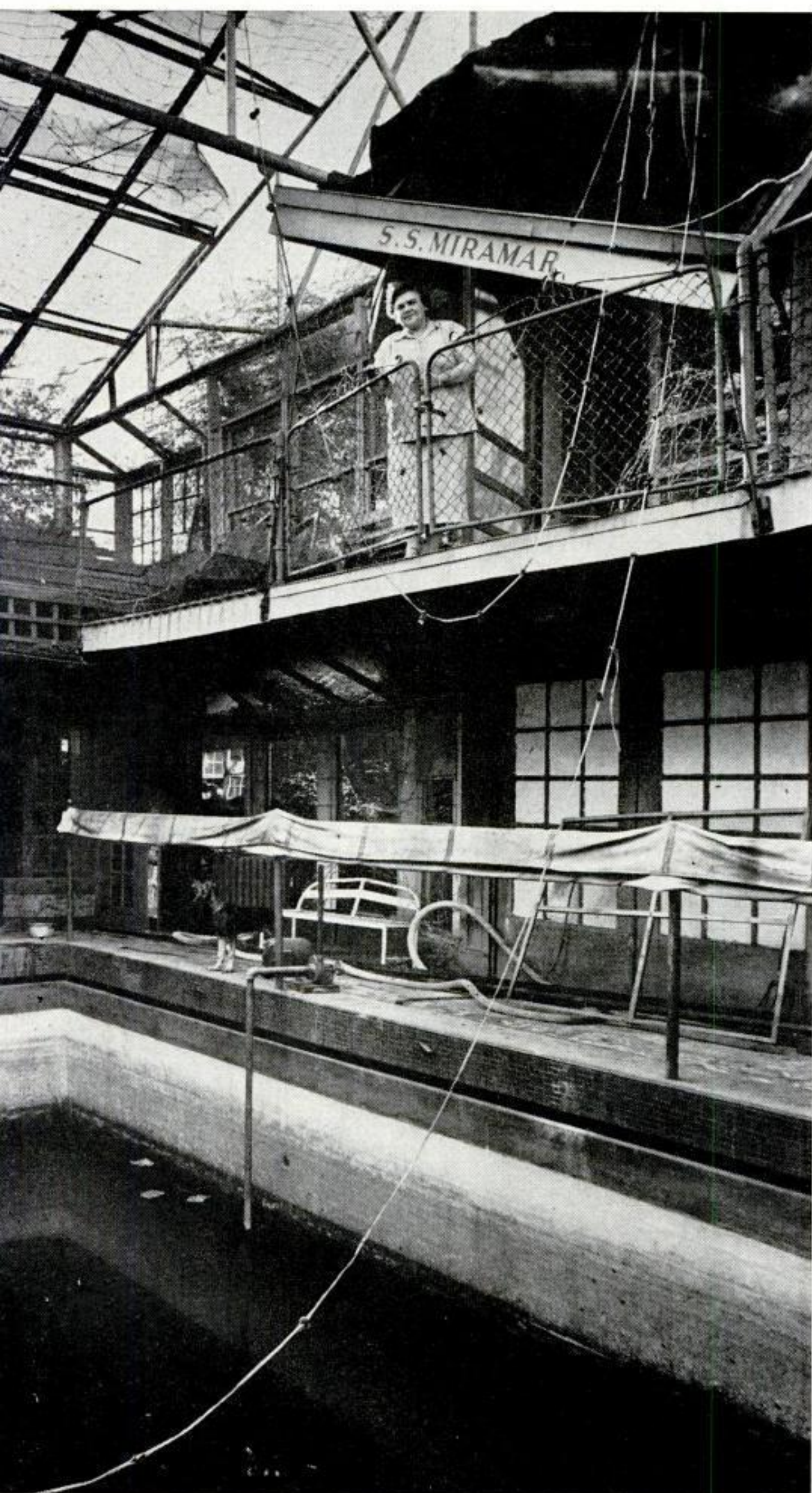


PROTECTIVE WALL at rear of property is 32 inches thick and bristles with broken glass.





1948 raid. Besides wrecking house, vandals have destroyed or stolen objects which the Newtons valued at \$140,000. Dead puppy at right represents end of first Newton defensive measure against the vandals. The little chow was to grow up into a watchdog but was killed by meat loaded with strychnine.



SHIP'S SWIMMING POOL is surveyed by Mrs. Newton from damaged terrace. Dressing rooms and kitchens led off pool, were smashed by vandals.

CONTINUED ON NEXT PAGE

NEW! COLGATE - PALMOLIVE RAPID-SHAVE



OUT-SHAVES ANY LATHER OR BRUSHLESS CREAM!



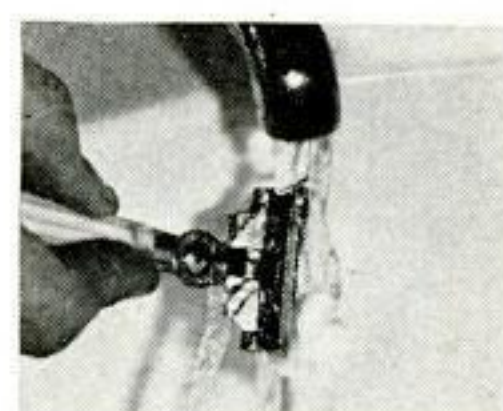
FASTER!

Whish! Instant lather! Rapid-Shave spreads rich and thick! No messy brush! No greasy fingers!



SMOOTHER!

Glides easy! Rapid-Shave shaves you close and clean! Skin refresher adds extra shaving comfort!



CLEANER!

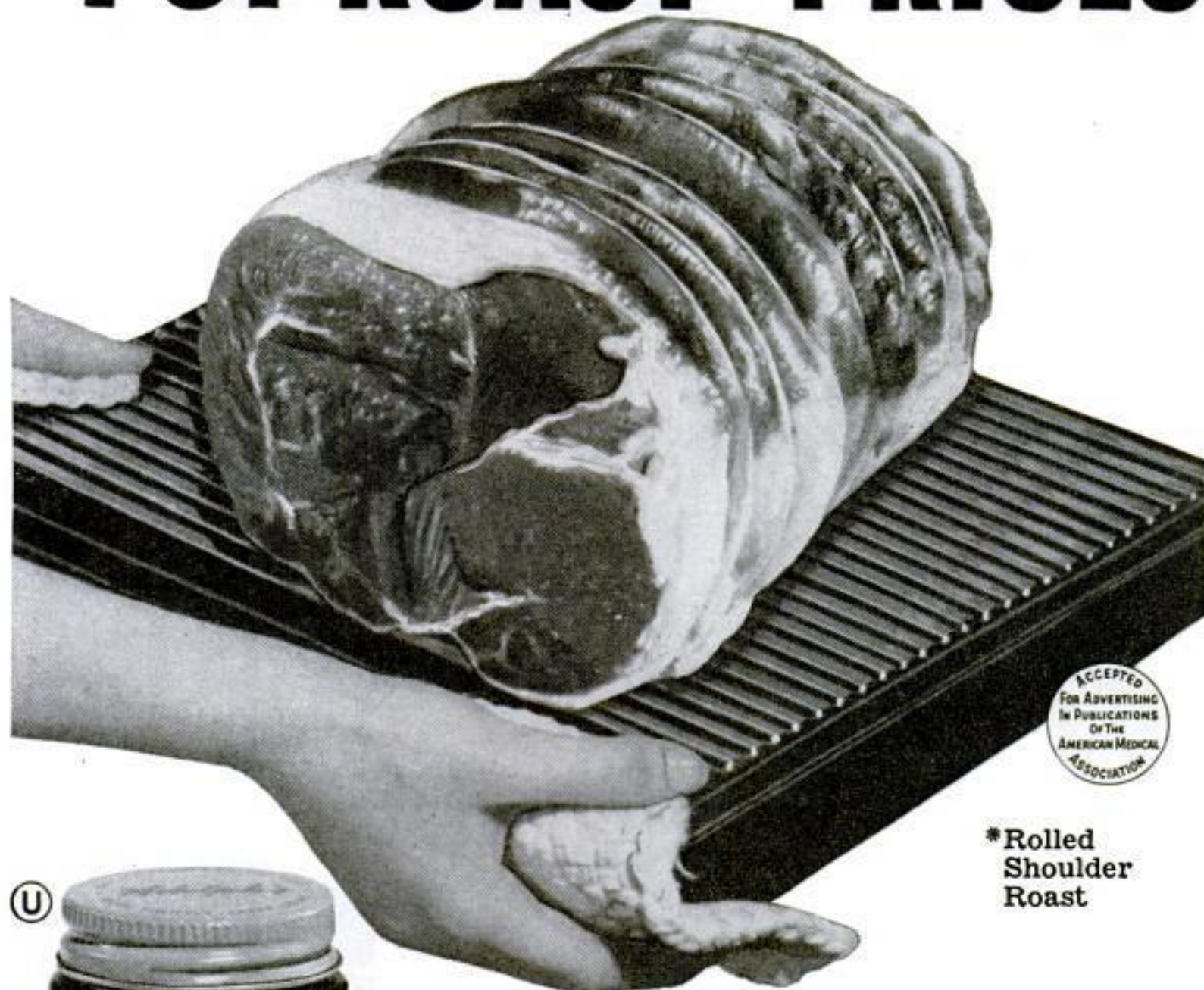
No razor clog! Wonderful new Rapid-Shave rinses off instantly! No messy basin! Faster clean-up!



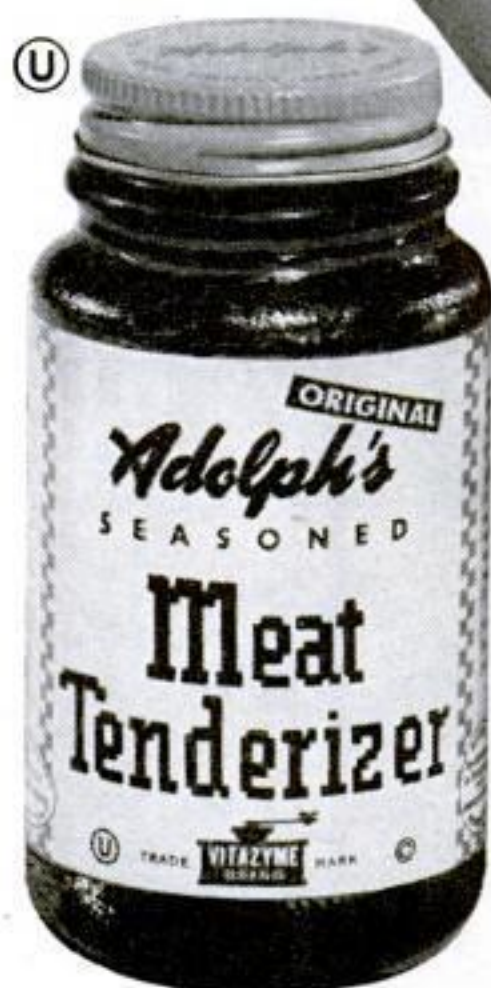
YOU'LL NEVER GO BACK TO
LATHER OR BRUSHLESS
CREAM AGAIN!

NEARLY
3 MONTHS'
SUPPLY
ONLY 79¢

Now save as much as 25¢ a pound
...use *Adolph's* and serve
**ROAST BEEF AT
"POT ROAST" PRICES**



*Rolled
Shoulder
Roast



SEASONED
OR
NON-SEASONED



Available in
U.S. and Canada

Make ALL meat more tender with

Adolph's
THE ORIGINAL
MEAT TENDERIZER
Controlled for Activity, Stability and Uniformity

NOW YOUR FAMILY can eat more meat—and eat it the way they like it cooked best—without increasing your meat budget. Adolph's makes less expensive "ECONOMY" (but just as nourishing and tasty) meats so tender you can cook them *differently* than before. Yes, even *open roast* a rolled shoulder or rump...*broil* a round or chuck steak... and enjoy them rare, medium or well-done!

ADOLPH'S MAKES ALL MEAT MORE TENDER—from prime fillet to low-cost hamburger. Saves in cooking time and shrinkage, too, for less than a penny a pound. Insist on Adolph's at food stores everywhere!

©1953 Adolph's, Ltd., Los Angeles 46, Calif.

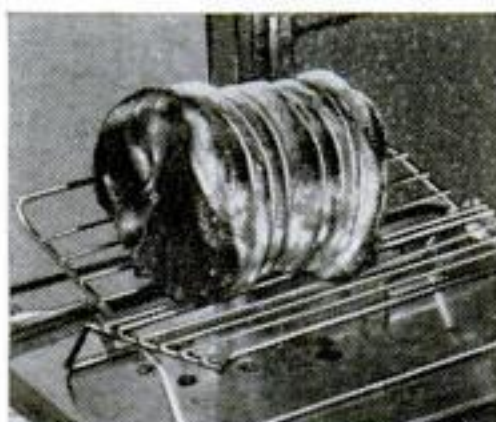
AS EASY TO USE AS SALT!



*Be sure the meat is at room temperature. Then sprinkle Adolph's evenly on all sides.



Roasts and thick steaks should be pierced generously to allow Adolph's to penetrate into meat.

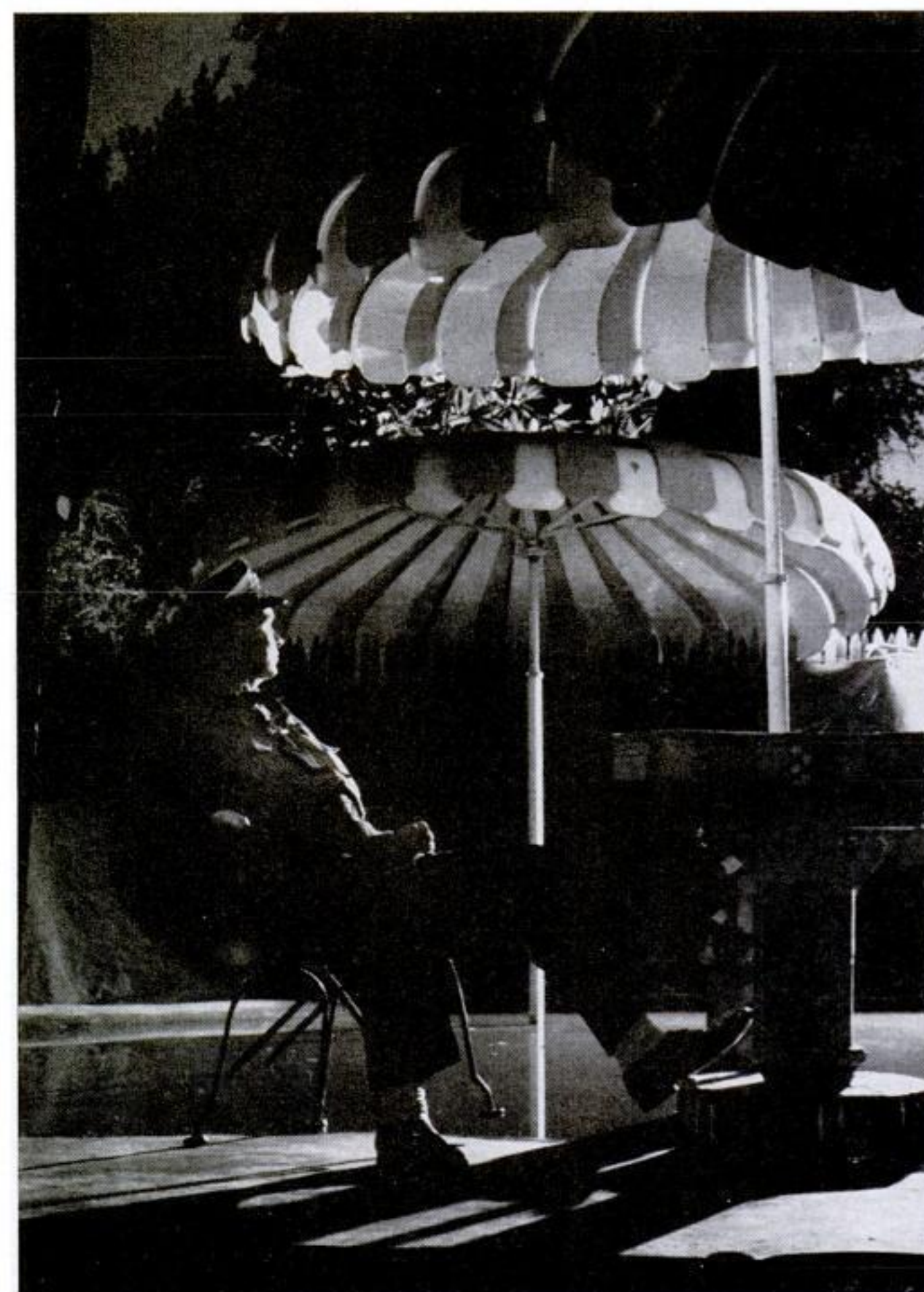


Roast (uncovered) like prime ribs after allowing 2 hours for penetration at room temperature.

'Miramar' CONTINUED



BEHIND BARBED WIRE covering kitchen windows, Newtons have breakfast, only meal they now make in house. Vandals broke most kitchenware.



NIGHT GUARD hired by Newtons to try to reduce raids sits under one of many multicolored umbrellas with which Mrs. Newton decorated front lawn.

The partners of Bellows & Company
had 53 whiskies to choose from . . .

***This** is the
one they
chose for
themselves*



They called it "**Partners Choice.**"

Today this identical brand is yours
to enjoy. It contains more aged whiskies
than any other nationally sold blend
at its price—delicately balanced
with fine grain neutral spirits.

Isn't it time you tried it?

BELLOWS PARTNERS CHOICE

BELLOWS & COMPANY, BALTIMORE, MARYLAND • 40% STRAIGHT WHISKIES, 4 YEARS OR MORE OLD • 60% GRAIN NEUTRAL SPIRITS • 86.8 PROOF



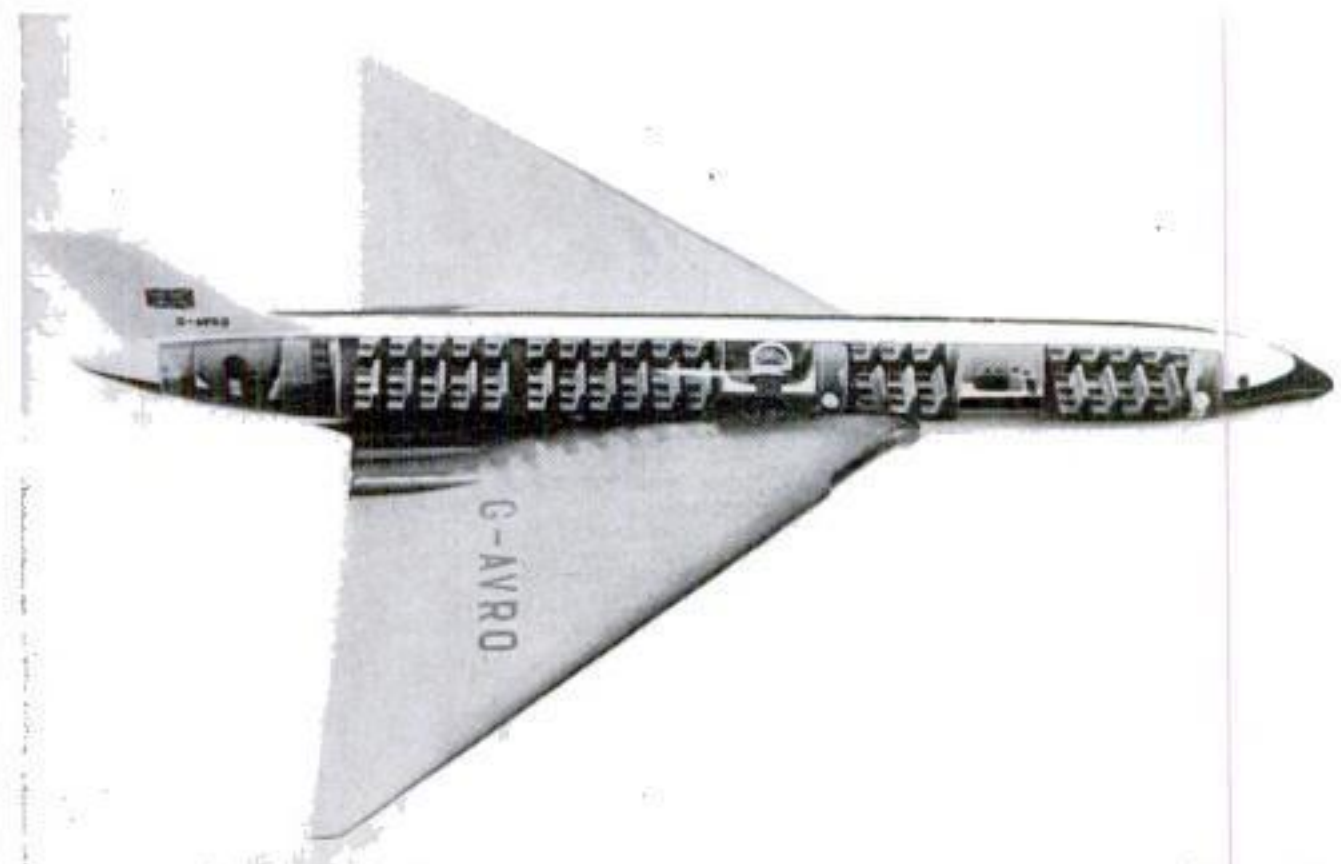


DELTA'S RIVAL, the Handley Page Victor bomber, recently shown to public for first time, revealed high speed around 600 mph plus low-speed stability.

A WEDGE OF WEDGES IN BRITISH SKY

Deltas and crescents vie for favor with RAF

Rehearsing for Britain's Farnborough air show, the Avro company sent five delta wing jets up in formation, the first time ever that such a wedge of wedges had been seen above the English countryside. In formation (*opposite page*), the weird birds of a feather emphasized British progress with the delta wing, designed to combine sonic top speeds with low speed landings. Aloft in company were Avro's first successful delta (blue) and the biggest delta, the four-jet Vulcan. The Vulcan is competing for Royal Air Force favor with the Handley Page Victor (*above*). Both are in super priority production. But though the British aircraft industry excels in pilot models, it lags in production, and few Vulcans or Victors are believed to exist. The Victor combines the power of 25 locomotives with an odd crescent wing, and its makers boast that it has unmatched speed, altitude, range and bomb capacity. But the Vulcan leads in versatility; its makers are already modifying the design (*below*) to produce a seven-hour London-New York airliner.



DELTA AIRLINER, shown in cutaway model, is modified Vulcan design to be called Atlantic. In various versions it will carry from 76 to 131 passengers.

DELTA FORMATION is led by the Vulcan heavy bomber which is supposedly capable of outperforming even a fighter. Behind it is a 1950 model single seater (blue), built after an earlier version crashed, a two-place trainer (silver) to teach the tricks of delta flying, two high-performance research deltas (red).

Are you sure you don't need
a man's deodorant?



The worst offenders
never seem to know!
Are you living in
a fool's paradise?
Use Mennen Spray
Deodorant for Men—
especially for men,
with these
four qualities
all men want:

1. Checks perspiration fast—pleasantly!
2. Special ingredient—Permatec—actually kills odors.
3. Has crisp clean scent. No sweet "cover-up" perfume!
4. Dries really dry in just a few seconds.

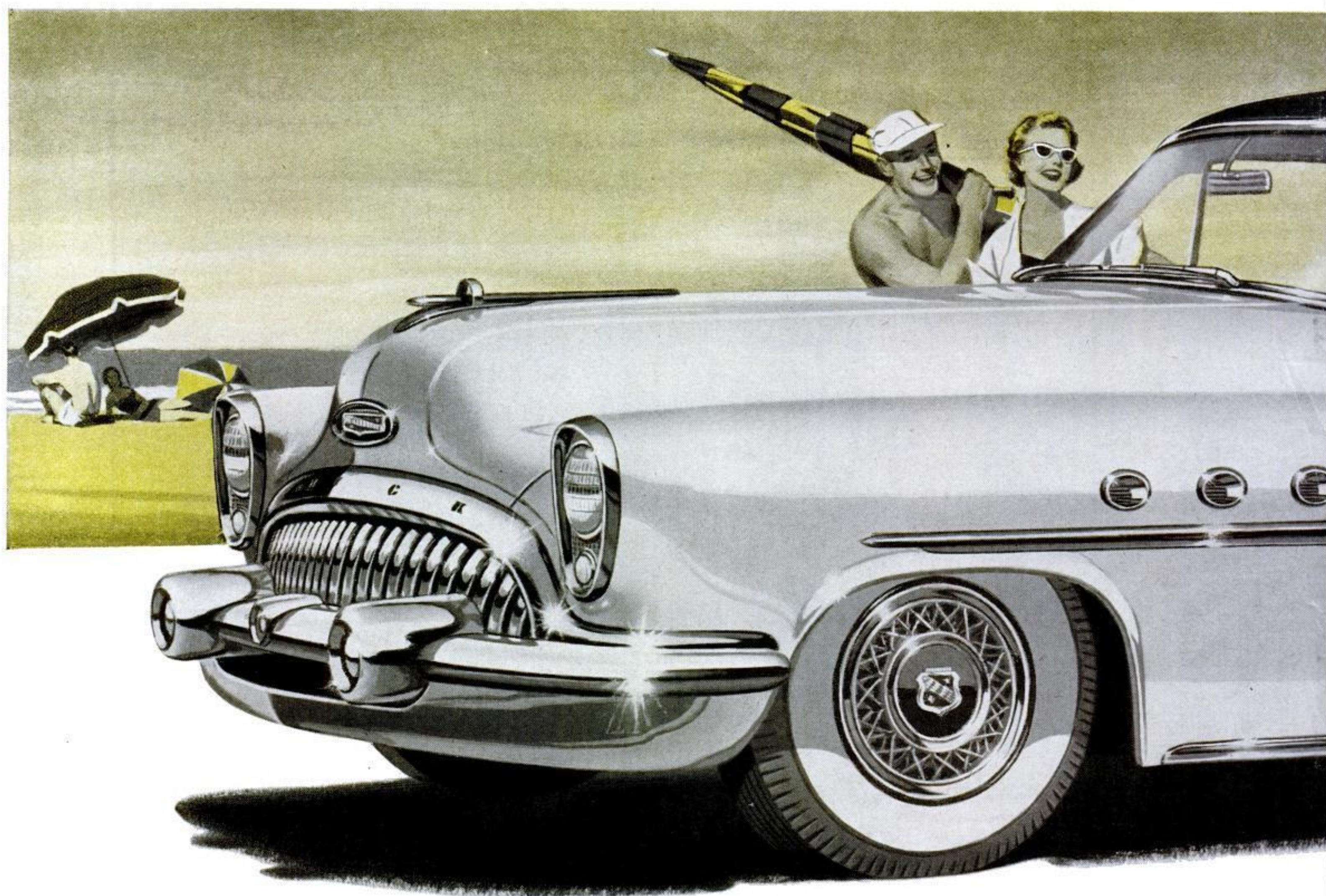
For a generous month's supply in a handy, travel-size spray bottle, send 15¢ in coin to Mennen, Dept. L-6, P. O. Box 30, Newark, N. J.

PLAY SAFE—SPRAY SAFE WITH MENNEN!



MENNEN
SPRAY DEODORANT
FOR MEN

Beautiful way to pamper



Let's get down to cases.

The automobile you see pictured here is a 1953 SPECIAL Riviera—the pace-setting Buick version of the much-wanted “hardtop” body model.

The price of this beauty is a lot less than you think — *just a few dollars more than you have to pay for similar models of the “low-priced three.”*

Now, we ask you . . .

Wouldn't you rather spend a few dollars more and get real,

man-sized power for your money — Fireball 8 power — the highest horsepower in Buick SPECIAL history?

Wouldn't you rather put up just a little more and get the soft and steady Buick ride — the Million Dollar Ride of coil-springing on all *four* wheels, of torque-tube firmness, of wide-tread stability?

And wouldn't you rather invest a few dollars more and get Buick room, Buick styling, Buick structure and comfort and handling ease—plus Buick's traditionally high resale value?

your purse



See the TV Football Game of the Week every Saturday, starting September 19—a General Motors Key Event

When better automobiles are built Buick will build them

Fact is, more and more people are taking a closer look at cars and car prices these days — and more and more of them are buying Buicks.

It's a beautiful way to do more justice to your dollars—and a wonderful way to put a lot more soul-stirring pleasure in your going.

Why not drop in on us and see for yourself? We'll be proud to seat you at the wheel of a new Buick and let you judge things from there.

THE GREATEST
BUICK
IN 50 GREAT YEARS

SEE YOUR BUICK DEALER

Now.. Millions of Americans Don't Suffer when Acid Indigestion Strikes

...because They Always Carry This Wonderful Relief



WHO'D KNOW THIS MOTHER SUFFERED
ACID INDIGESTION ONLY MINUTES AGO

One minute spent reading this message
may bring you years of happiness

It's a pity when *anyone* suffers the pain or discomfort of acid indigestion. Because it's unnecessary today. Gas, heartburn, sour stomach, full feeling due to excess acid—are quickly, almost instantly, relieved when you neutralize excess stomach acids with wonderful little TUMS.

TUMS is a remarkably tasty and harmless little tablet... that you eat like candy... whenever you feel the first signs of acid indigestion. In fact, millions of people often take TUMS after eating or drinking or smoking on an empty stomach.

Many people have abandoned the haphazard, excessive use of baking soda or "bicarb"... And TUMS do not contain soda of any kind.

Yes, many sensible Americans—senators, businessmen, professional men, housewives, laborers—people in all walks of life—depend on TUMS to keep them free from the pain or discomfort of excess stomach acid... And... without any fear of laxative action to worry them when they're out in public. And no spoons, measuring, mixing or "excusing yourself for a minute."

TUMS is the best and handiest little friend American tummies have ever had. TUMS cost only a dime for a whole roll. And you couldn't buy safer, quicker, more wonderful relief for a ten dollar bill.



People all
over the Nation
carry Tums as
faithfully as
they carry
their keys!

TUMS *for the Tummy*

BRIGHT BOY GROCER



13-year-old takes over when the boss gets ulcers

When Freed Warren, owner of the East Street Grocery Drive-In in Memphis, took his stomach ulcers to the hospital, there seemed to be nobody around to tend the store. Warren's wife was ill and his two sons had jobs. So the job went to 13-year-old Bobby Ramage who had worked in the store part time. Bobby soon proved it wasn't for nothing he got *As* in arithmetic. He filled orders swiftly, popped back change like a veteran. He decided a brace of watermelons weren't moving for 60¢ and cut them to 25¢ to avoid spoilage. He gave \$100 orders to salesmen, who found him wonderfully decisive. When two customers came in and yelled, "Where's the boss?" Bobby yelled back, "Here I am!" and expertly sliced their ham order. On the first Friday, the store's big day, Bobby took in \$211.34, a summer record. "He's one of the smartest little fellows I ever saw," beamed Owner Warren, and the hospital reported his ulcers much better.



GROCERY LIST is added up by Bobby, fingers running over adding machine. While managing store his salary was raised from \$10 to \$20 a week plus bonus of a new suit.

APPLE-PIE ORDER of accounts is noted by Owner Warren as he stops by store from hospital on way home to recuperate. Bobby's duties included the charge accounts.

CONTINUED ON NEXT PAGE

So easy to have the
New "Outer-Look"...with the
New Formfit "Under-Look"

Keynoting today's Outer-Look is a softly rounded bustline — subtly understated, yet high and young and proud. You feel so sure of yourself in Formfit's Life Bra — with the Under-Look you need to capture this new Outer-Look! World-famous for fit, Life Bras are tailored to elevate, separate and rejuvenate with blissful action-free comfort. Your exact size and cup in an array of elegant styles and fabrics. At any nice store! Life Bra shown, \$3.00. Other Life Bras from \$1.25.

The Formfit Company
 Chicago, New York



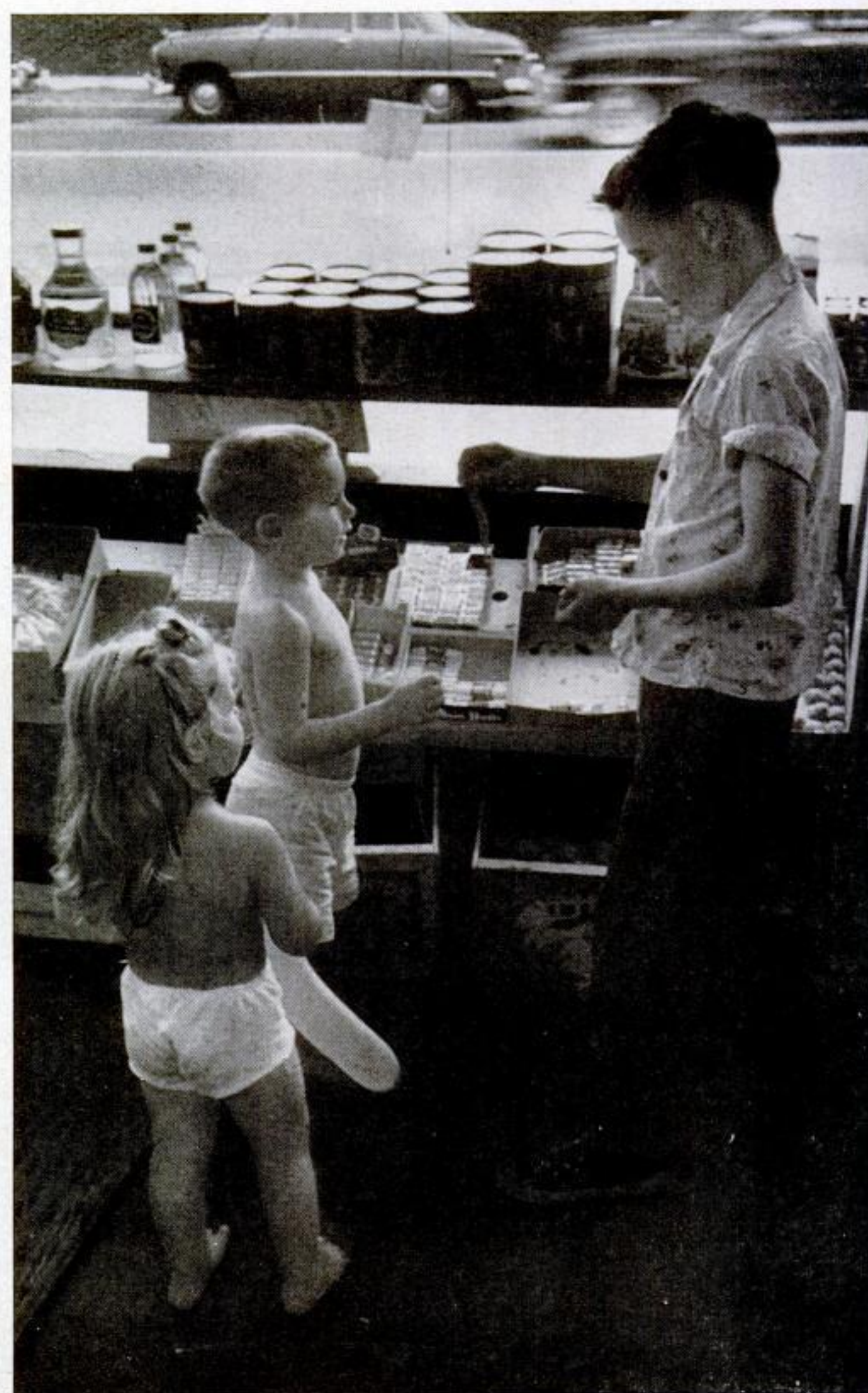
For a Sweetheart of a Figure



Boy Grocer CONTINUED



EFFICIENCY is displayed by Bobby in giving a bread order delivered by salesman a check. "He doesn't miss a trick," said the salesman, "and there's no playing about."



DIPLOMACY is practiced by Bobby with small boy who snarled, "I'll fightcha if ya don't gimme a free balloon." Bobby agreed on one condition: boy would leave him alone.

CONTINUED ON PAGE 80

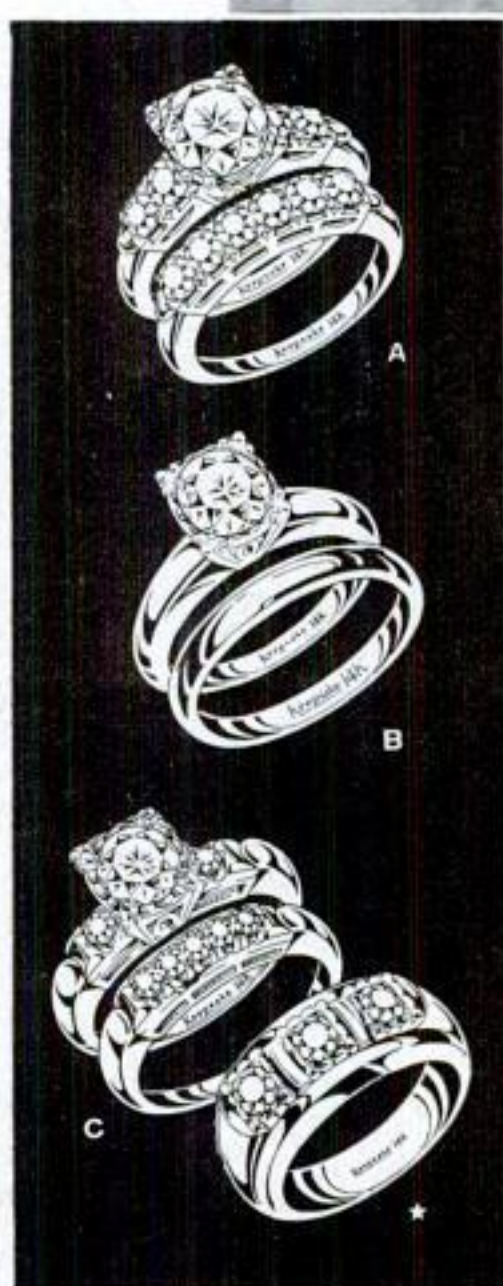
GENUINE REGISTERED
Keepsake[®]
 DIAMOND RINGS

To cherish
...Forever

This is the day your dreams come true... wedding bells... rice... the words, "I do."

Now and forever, your diamond ring is endowed with special meaning. Select it then with infinite care, mindful that the finest quality diamond is your best choice.

If the name Keepsake is in the ring, yours is a perfect diamond... guaranteed by the famous Keepsake Certificate. In many new styles from \$100 to \$10,000.



Carson-Pirie-Scott gown by Pandora

A. TALBOT Ring \$675 (White Gold). Wedding Ring 150. B. VISTA Ring \$300. Also 100 to 2475. Wedding Ring 12.50. C. PINEHURST \$200. Wedding Ring 100. * Man's Diamond Ring \$100. Available at 75 to 250 to match all engagement rings.

All rings available in either natural or white gold. Prices include Federal tax. Rings enlarged to show details.
 ©Trade-Mark registered.



KEEPSAKE DIAMOND RINGS
 SYRACUSE 2, NEW YORK

Please send free booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring". Also 44-page "Bride's Keepsake Book" gift offer and the name of nearest Keepsake Jeweler.

Name.....

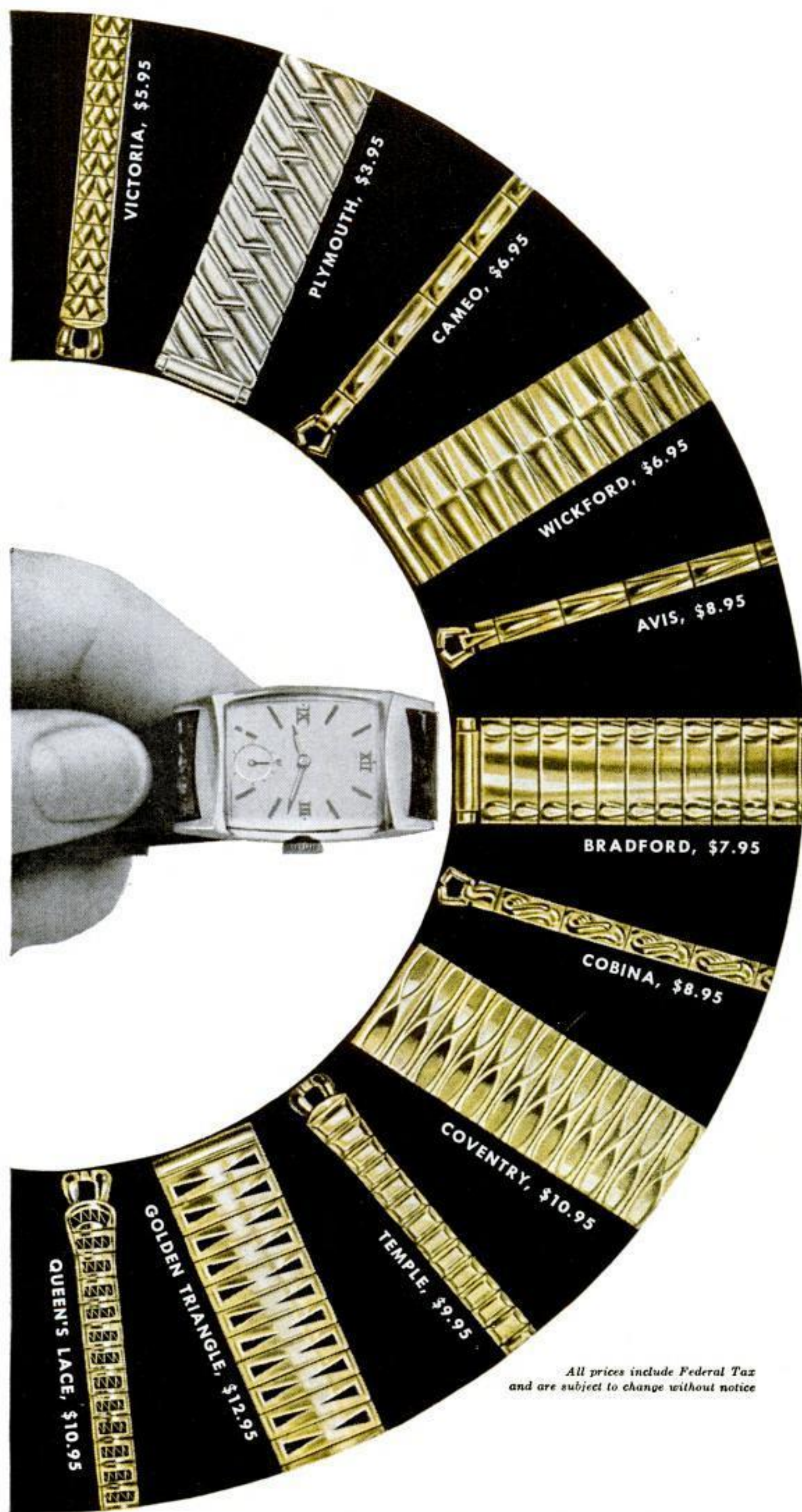
Address.....

City and State.....

A. H. Pond Co., Inc.—Syracuse • Antwerp • Amsterdam L 9-14-53

PHONE WESTERN UNION'S "OPERATOR 25" FOR YOUR KEEPSAKE JEWELER'S NAME

"Try on" a new HADLEY band
before you turn the page



All prices include Federal Tax
and are subject to change without notice

You'll find the perfect band for your watch on the Hadley "Wheel of Fashion" above, or among the many attractive new styles at your jeweler's. Ask to see Hadley Bands because they are—

- styled with individuality, beauty.
- crafted like custom-made creations.

—so comfortable you forget you have one on.

—fashioned in the widths you like, in lengths to fit any wrist.

—unconditionally guaranteed 1 year.

For a wide range of new styles at the more popular prices... for a "fitting" Hadley Band, see the jeweler at hand!

PRODUCT OF ELGIN NATIONAL WATCH COMPANY

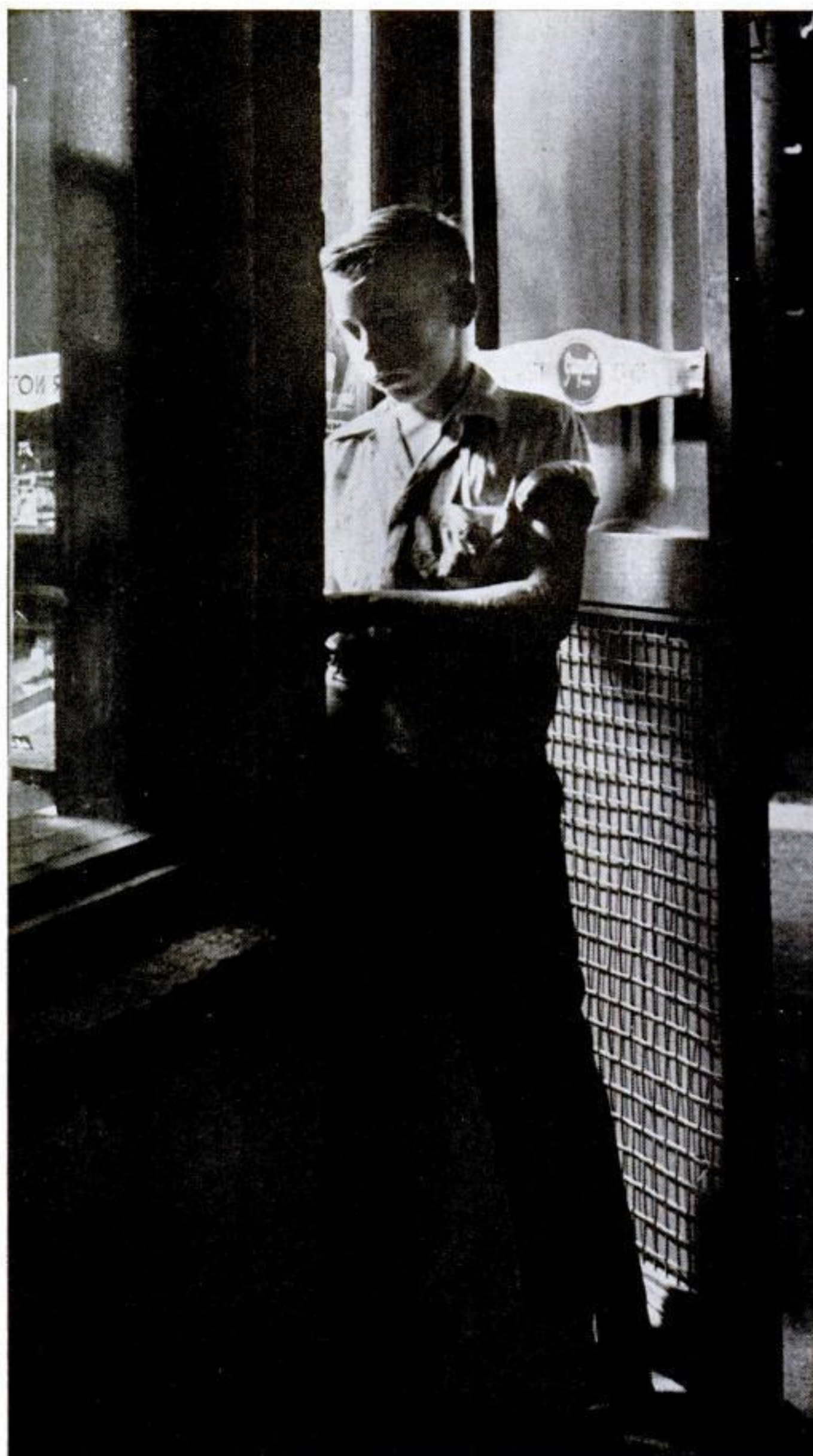
HADLEY
"WHEEL OF FASHION" BANDS

COPR. 1955, ELGIN NATIONAL WATCH COMPANY, ELGIN, ILLINOIS

Boy Grocer CONTINUED



MEAT-SLICING was one of Bobby's chief chores since the store does a big business selling a slice or two of ham or luncheon meat, then tossing in bread for a penny a slice.



STORE-CLOSING comes at 8 p.m. after a busy day that began at 7:30 in the morning. Despite hours Bobby has decided what he wants to be when he grows up: a groceryman.



3



4



2



5



1



6

Beauvais*
broadloom
by Bigelow
has
more
flowers
than a
hothouse!



It's no surprise that so many smart homemakers are choosing Bigelow flowered Beauvais broadloom today.

No carpet in the world gives your home such cosy warmth, and cheery color. No carpet in its price range gives you such thick, luxurious, all-wool pile.

And despite children, pets, and miles of family traffic, Bigelow Beauvais florals are reluctant to show spots, soil, foot or scuff marks. They wear beautifully!

Go to your Bigelow retailer today. Pick your favorite Beauvais floral from the biggest, best selection of flower patterns ever loomed.

For the name of your Bigelow retailer, call Western Union by number and ask for Operator 25.

Get your free copy of *Carpets — Their Selection and Care* at your Bigelow retailer's. Or send name, address and 10¢ to Home Service Bureau, 140 Madison Ave., New York 16, N. Y.

*Reg. U.S. Pat. Off.

See these beautiful Beauvais florals at your Bigelow retailer's. Discover how little it costs to carpet a room or your entire home. Budget terms available.

- 1 Beauvais 1873—Flowers on a sculptured background! Very new and wonderful.
- 2 Beauvais 1874—Charming floral on 2-level ground.
- 3 Beauvais 1866—Like a spring garden all year long.
- 4 Beauvais 1867—An exquisite floral, designed to keep its fresh, new bloom.
- 5 Beauvais 1806—For you who love elegance.
- 6 Beauvais 1836—Big, beautiful blossoms to brighten any room in your house.

Bigelow
Rugs and Carpets

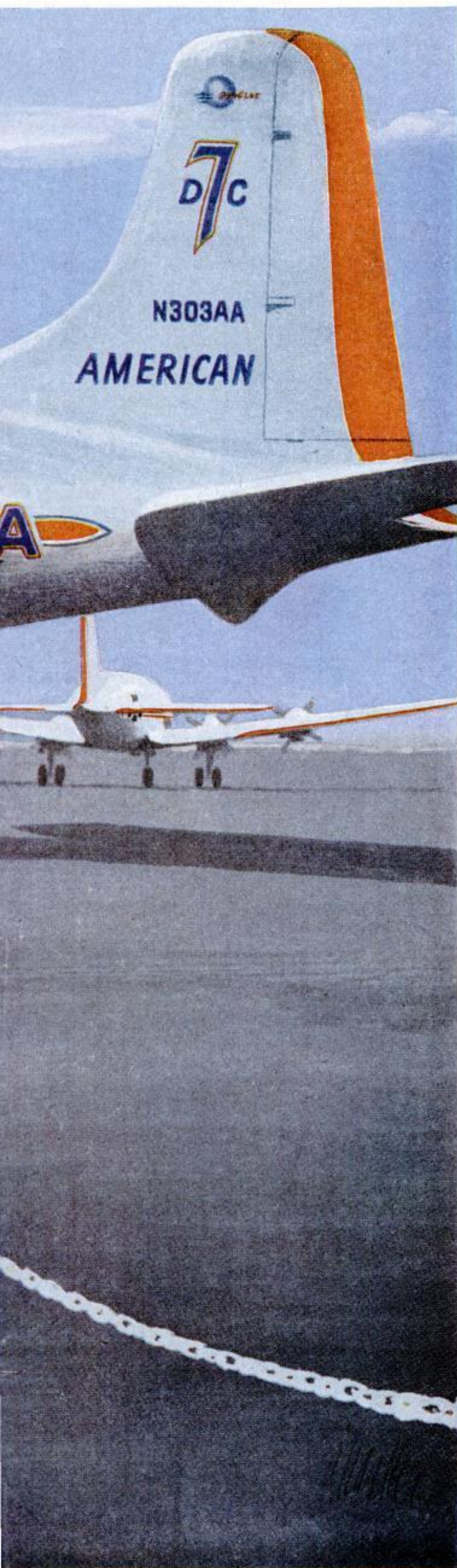
Beauty you can see . . .
quality you can trust . . . since 1825

AMERICAN MAKES
HISTORY WITH THE

First NONSTOP



Service—coast to coast!



Now-Transcontinental Travel

UNDER 8 HOURS

on the New DC-7 Flagship

In introducing the new DC-7 Flagship, American Airlines again demonstrates its leadership in air transportation with the first *nonstop* coast-to-coast service. For the first time in history—and at no extra fare—travelers will span the nation in less than eight hours.

Highlighting the many new developments in this magnificent Flagship are the special soundproofing that makes it the quietest plane aloft, the new 3350 horsepower "Turbo Compound" engines, and an air conditioning system that operates on the ground as well as in the air.

Beginning November 29th, there will be two round-trip DC-7 *nonstop* flights daily at regular Flagship fares. Make your reservation with American Airlines now. Be among the first travelers in history to enjoy coast-to-coast service *nonstop*.

AMERICAN AIRLINES INC.

America's Leading Airline

TRY THE INSTANT COFFEE THAT DARES GUARANTEE

A Perfect Cup of Coffee Every Time . . . CUP... AFTER CUP... AFTER CUP!



100% PURE COFFEE

"Pre-Percolated" by experts for **Instant goodness... cup... after cup... after cup!**

G. Washington's coffee experts say: "We guarantee *every single cup* of Instant G. Washington's will turn out perfect!" And it does!

The answer is these experts "Pre-Percolate" G. Washington's for you. Better than *you* could ever brew coffee at home! Just add boiling water . . . *instantly* you've coffee at its rich, mellow, real-coffee best!

For G. Washington's is real coffee, all coffee—100% pure coffee! Try it! Medium Tin gives about

as many cups as 1 lb. ground coffee—Large Tin as many cups as 2 lbs. (*saves you up to 25¢ per lb.*)!

MONEY-BACK GUARANTEE—Perfect Coffee Every Single Time! Not just once or twice. Not by luck or accident. Not "Hit-and-Miss" like some coffees. But uniformly delicious coffee . . . cup . . . after cup . . . after cup!

Satisfaction guaranteed or your money back if you return the Tin with unused coffee to: *G. Washington's*® Dept. 600, Morris Plains, New Jersey.

P.S. ALSO AVAILABLE IN POCKET-SIZE PACK

G. Washington's is also available in one-cup envelopes—"Aces"—the new, quick, handy way to make that single cup.

Perfect for your "Coffee Break"—for sportsmen, picnics, travel, and office. One-cup "Aces"® in strips of three available at your grocer's now!



G. WASHINGTON'S

100% Pure Coffee for 100% Pure Pleasure



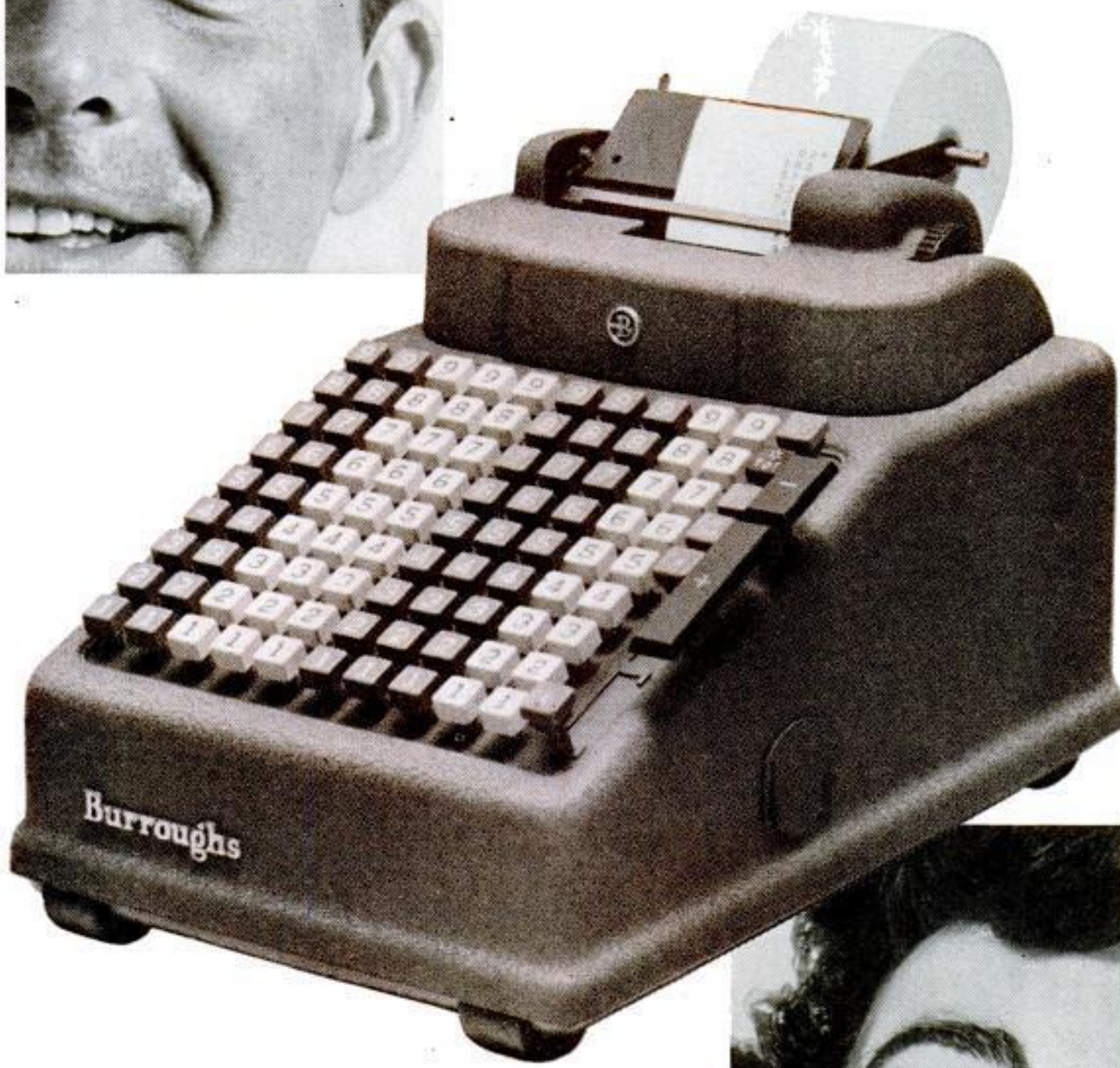
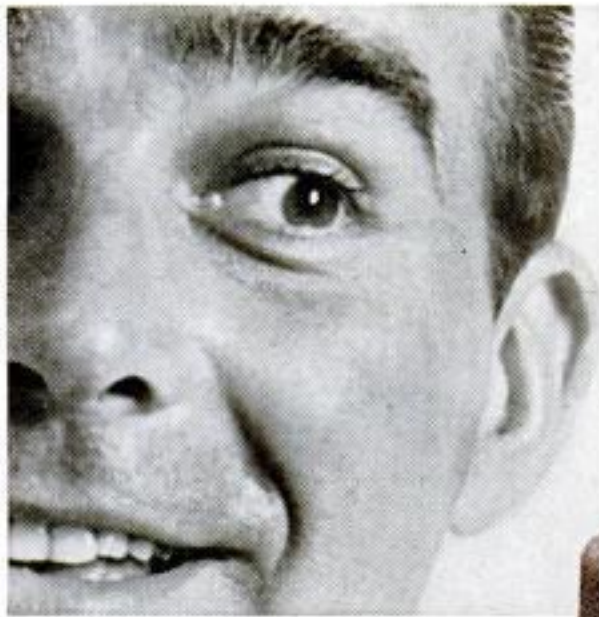
My Name Is Sam

And they made the pants and ears too long

The debonair but melancholy beast you see above is myself, Samson Agonistes, of Greenwich Village, N.Y. I am a hound puppy of the basset persuasion. If you've seen pictures of my more upstanding ancestors, the *basset d'Artois*, in old Flemish tapestries, you can see the effort that must have gone into breeding us lower and lower, our feet bigger and bigger, our skin baggier and baggier, legs crookeder and crookeder until we could hardly walk, let alone run. These indignities may have suited the laggard counts of Artois, who doubtless liked to follow their packs at a seemly walk. They are hardly suited, however, to the existence of an active soul like me who has to pant every time I climb a curbstone. Hardly suited, I must add, to anything but ribald remarks, sentimental cluckings and, worse still, endless "comical" photographs, a few of which are shown here with some random jottings by me.

ANY WAY YOU LOOK AT IT...

YOUR BEST BUY IS A
BURROUGHS



Best buy for **SPEED!**

Best buy for **EASE!**

Best buy for **VALUE!**

No matter how you look at it—from the standpoint of dependability, of durability, of quality, or of price—a Burroughs gives you more. Burroughs adding machines are built to perform better for a longer time . . . are designed to give you the answers you need in the surest, simplest, thriftiest way possible. Compare . . . and you'll buy a Burroughs! See your Burroughs dealer or branch office now. Burroughs Corporation, Detroit 32, Michigan.



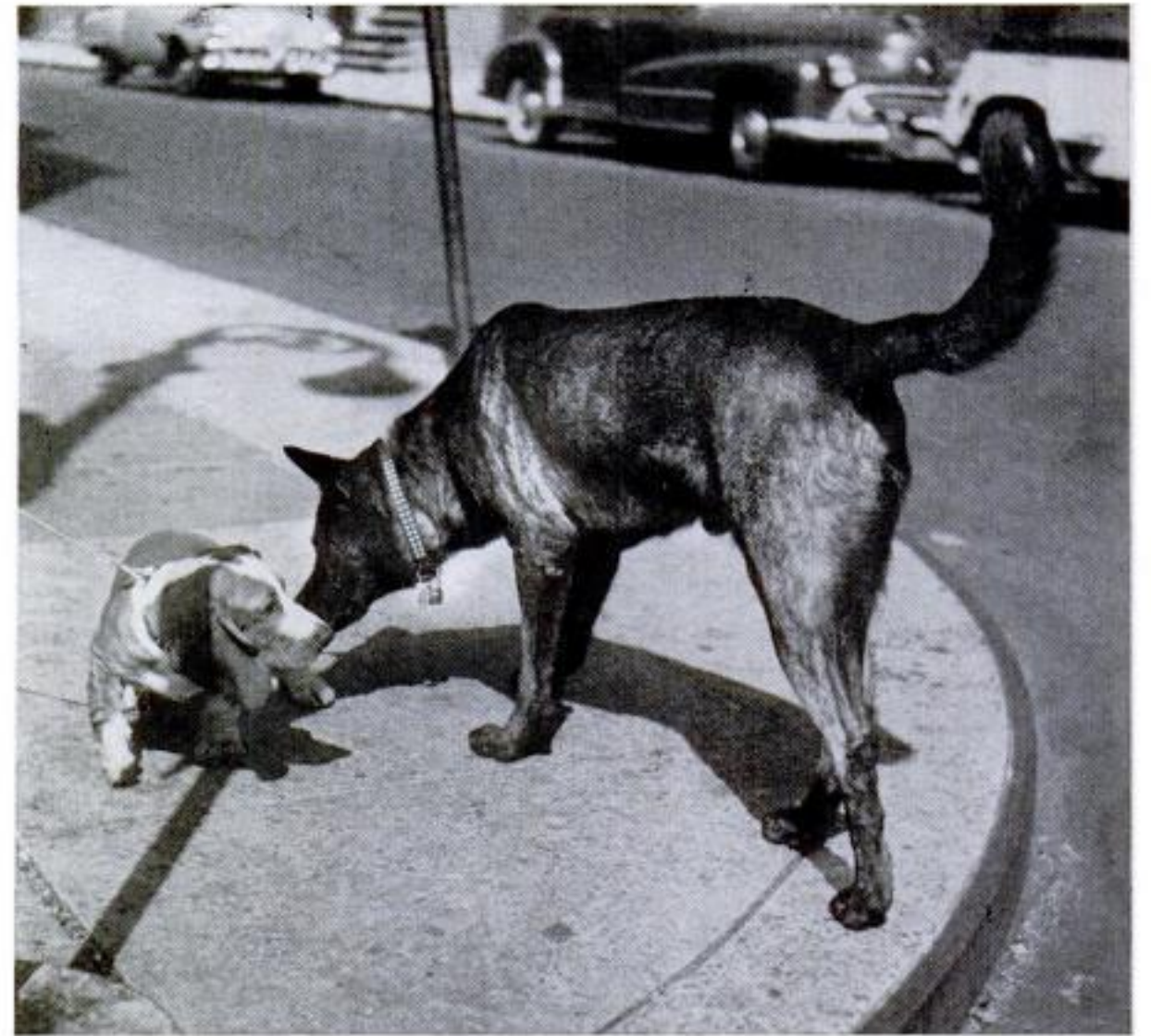
*There's one that's right
for your business...*

Burroughs adding machines and cash registering machines are available in a wide range of manual and electrically operated models—all moderately priced.



WHEREVER THERE'S BUSINESS THERE'S

Sam CONTINUED



. . . "Just Friends" would be the usual corny line this shot would get. Actually I hardly know this big lout, an ex-Belgian cop who works in a nearby saloon. Work is something I have so far, being only half grown, been quite successful in avoiding . . .



. . . The "Pack in Full Cry" snap features my eyes apleam, ears flopping wildly, a hare on the scent. Only it was made around the corner in Washington Square, my tongue is hanging out from exhaustion, and the scent is Morris, the Good Humor man . . .



. . . "Some Bone!" is the tiresome appellation for this one, doubly so because I am a tracking dog by nature with nothing to track around here but an odd side of beef in a meat-packing house. Two cans of dog food are my daily fare, and little enough it is . . .

CONTINUED ON PAGE 88



Shave like you never
shaved before...

PAL

HOLLOW GROUND

*Your
Best Blade
Buy!*

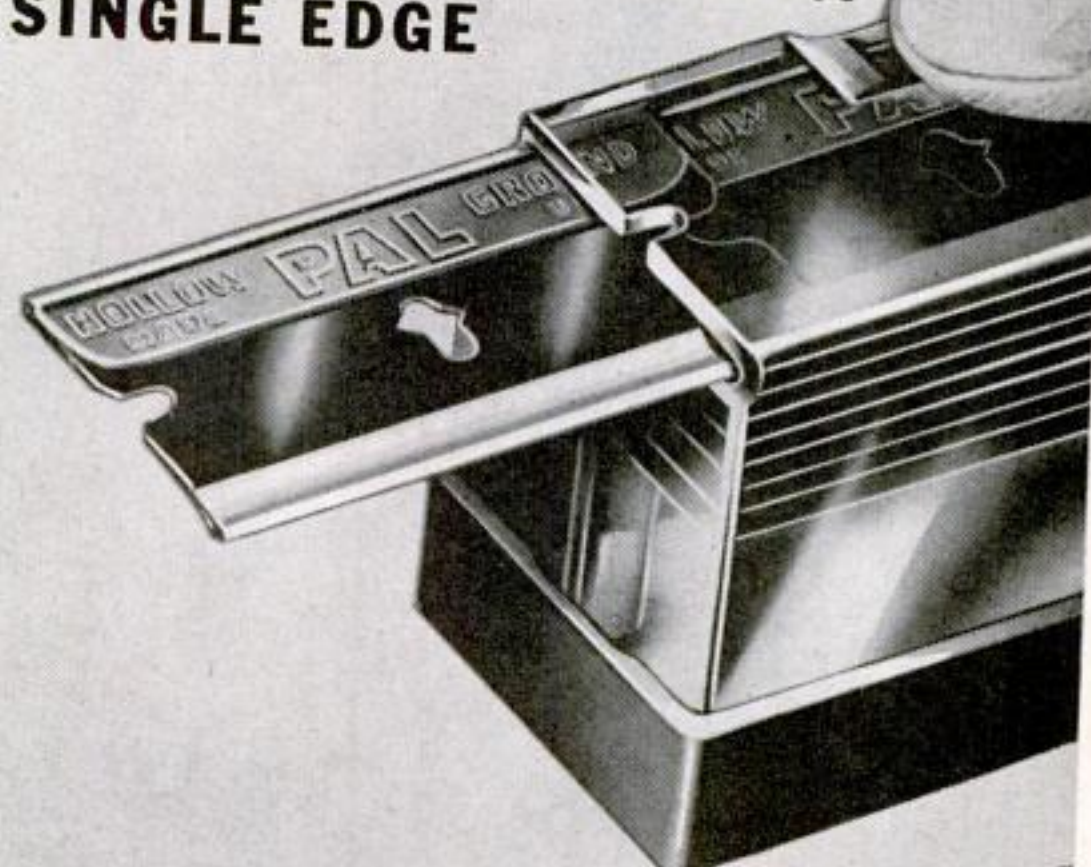


DOUBLE EDGE

4 for 10¢

Or Dispensers
10 for 25c
21 for 49c
44 for 98c

SINGLE EDGE



INJECTOR



20 for 59¢

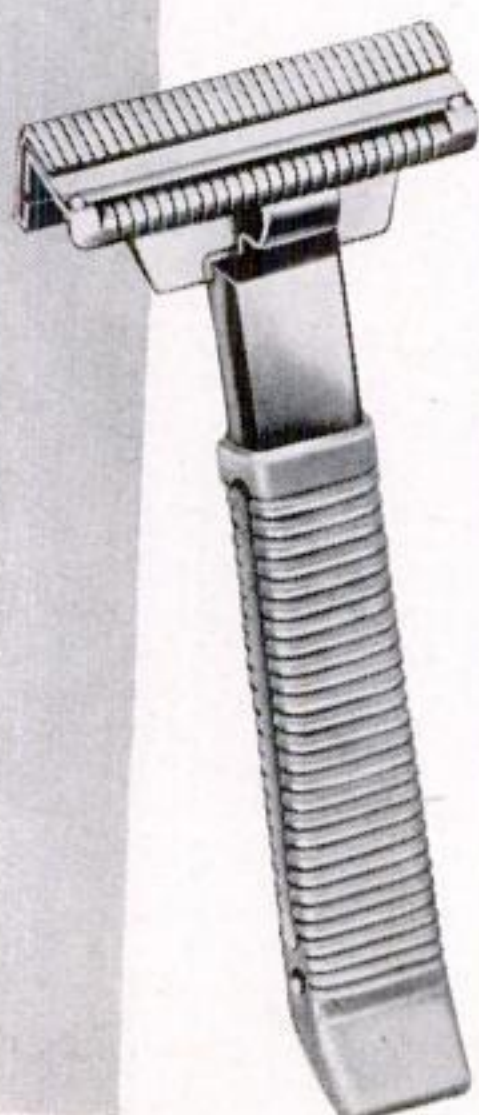
10 for 39c

PAL makes a blade for
every popular razor, and
they're all HOLLOW GROUND

The secret of Pal's better shave is the
secret of the barber's straight razor—
Hollow Grinding. Try Pal just once—in-
jector, double or single edge—and
"you'll shave like you never shaved
before," or your money back.

PRECISION **A-S-R** PRODUCTS

AMERICAN SAFETY RAZOR CORP.
Brooklyn 1, N. Y.



New! Sensational Razor!

Makes other razors old-fashioned

New! Automatic Blade Feed

New! Tested Shave Angle

New! Non-slip Grip

New! Finger Guide

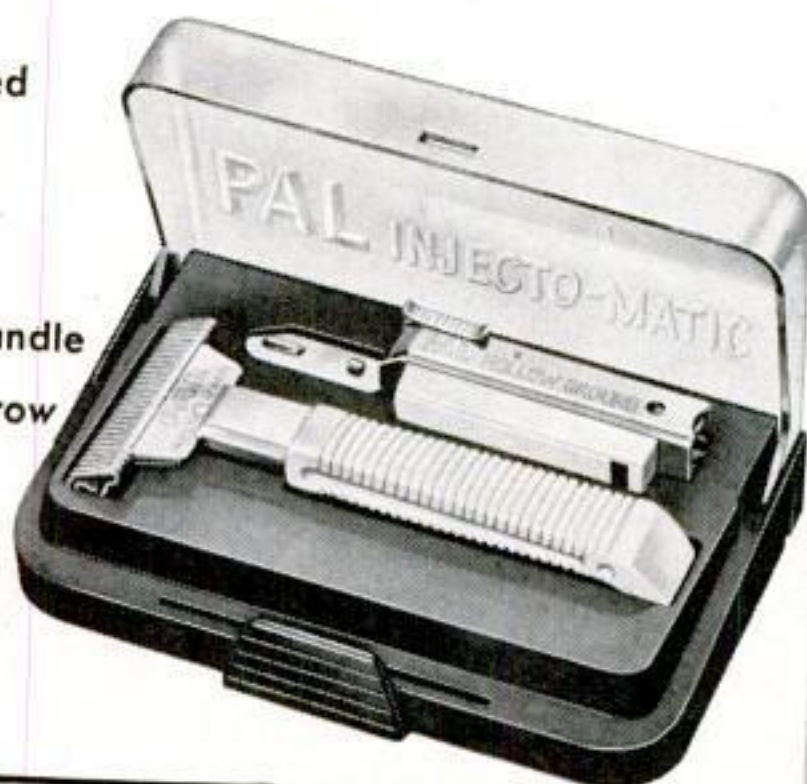
New! Longer, Balanced Handle

Get one today—use it tomorrow
—enjoy it for life!

Special!

in travel case
with 10 blades

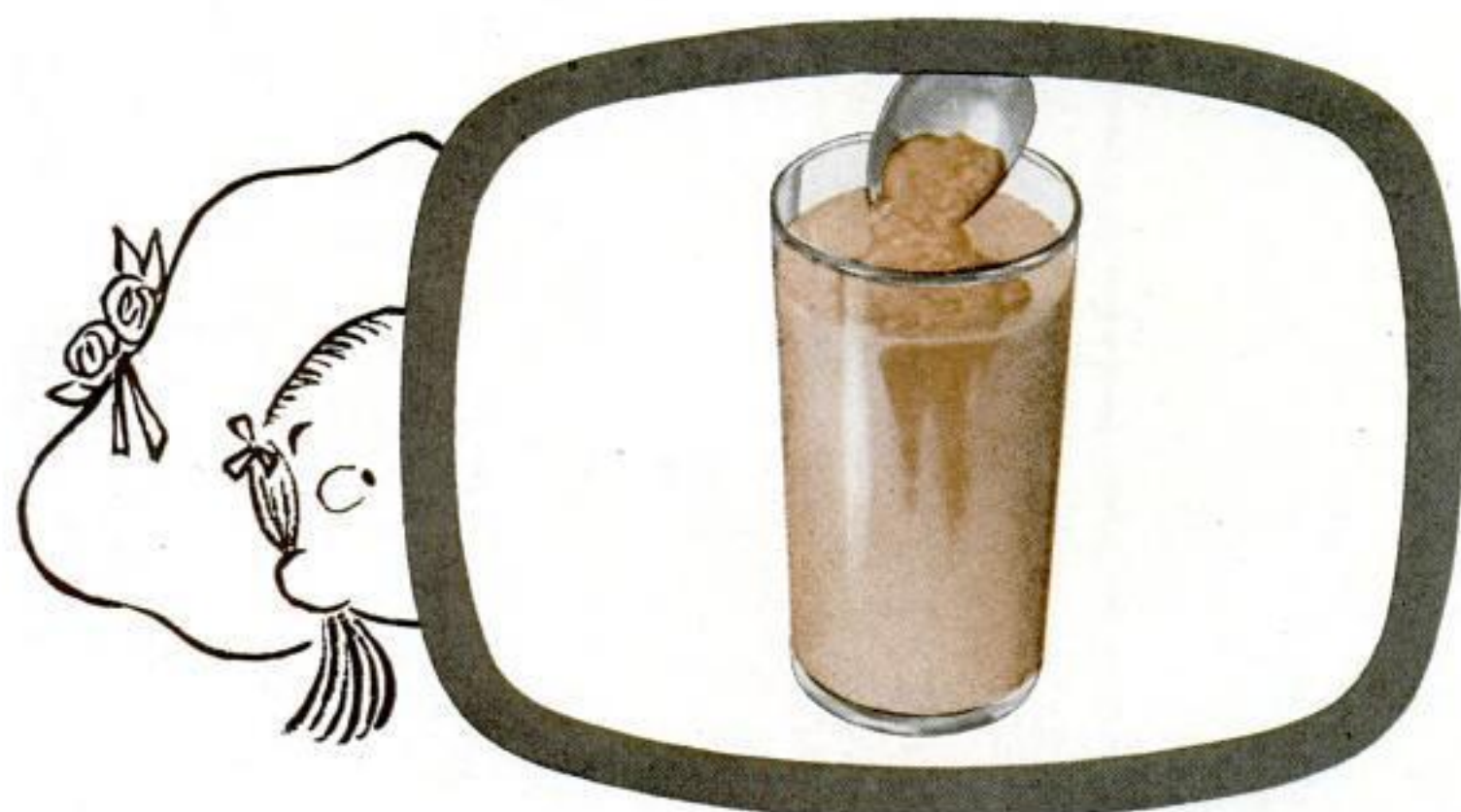
89¢



PAL INJECTO-MATIC RAZOR



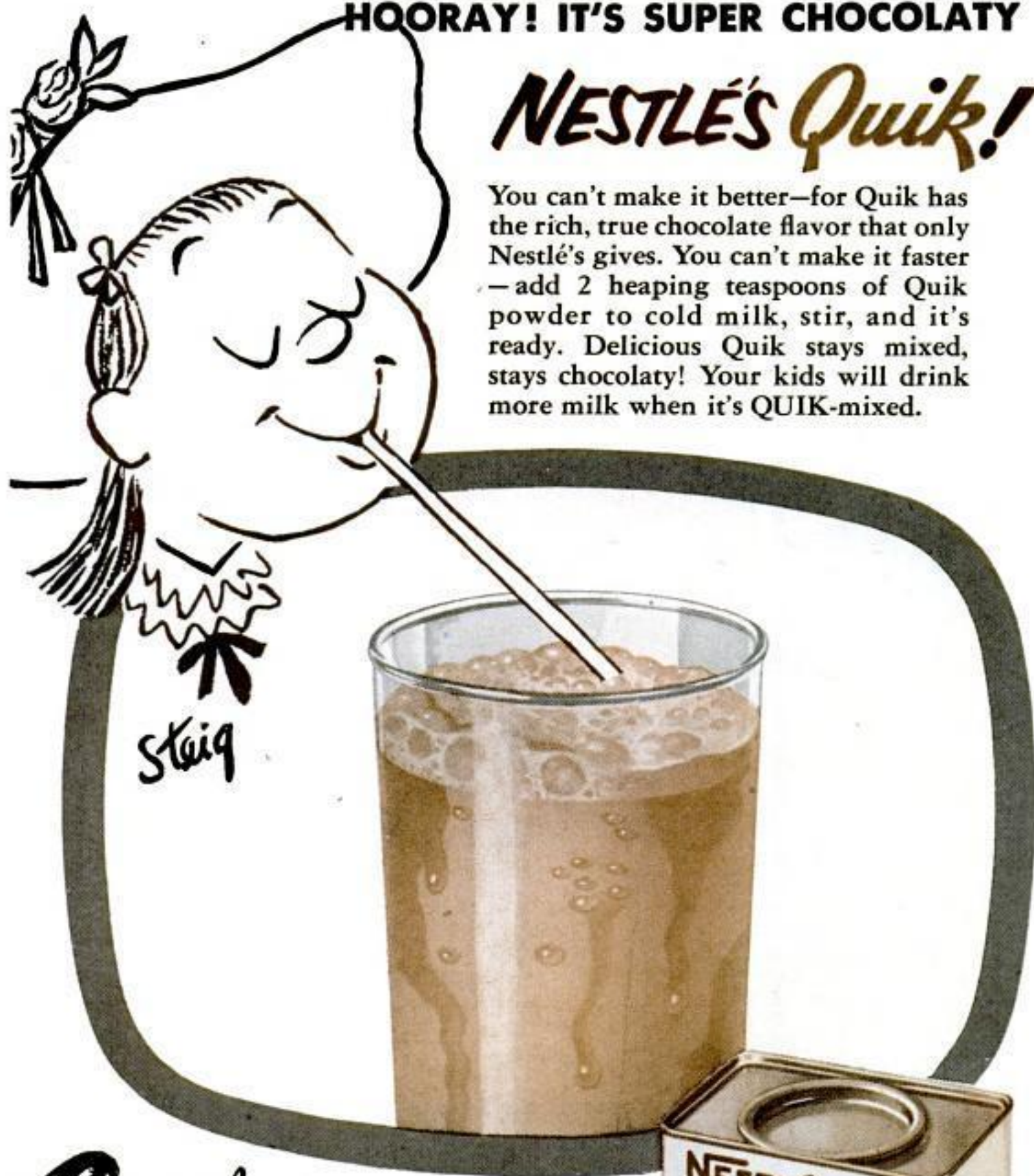
HEY! IT MIXES INSTANTLY IN COLD MILK



HOORAY! IT'S SUPER CHOCOLATY

NESTLÉ'S Quik!

You can't make it better—for Quik has the rich, true chocolate flavor that only Nestlé's gives. You can't make it faster—add 2 heaping teaspoons of Quik powder to cold milk, stir, and it's ready. Delicious Quik stays mixed, stays chocolaty! Your kids will drink more milk when it's QUIK-mixed.

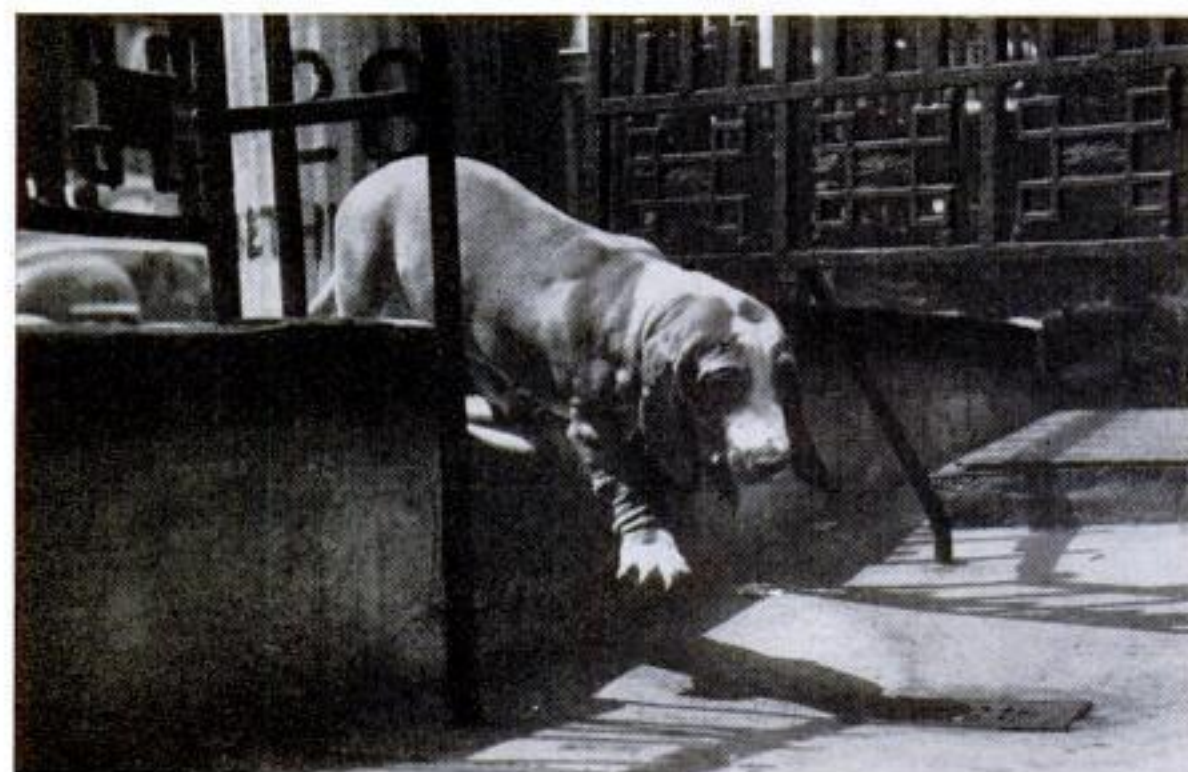


Grown-Ups too,
love a chocolaty
"Quik-Me-Up"
you never knew milk could
taste so good!

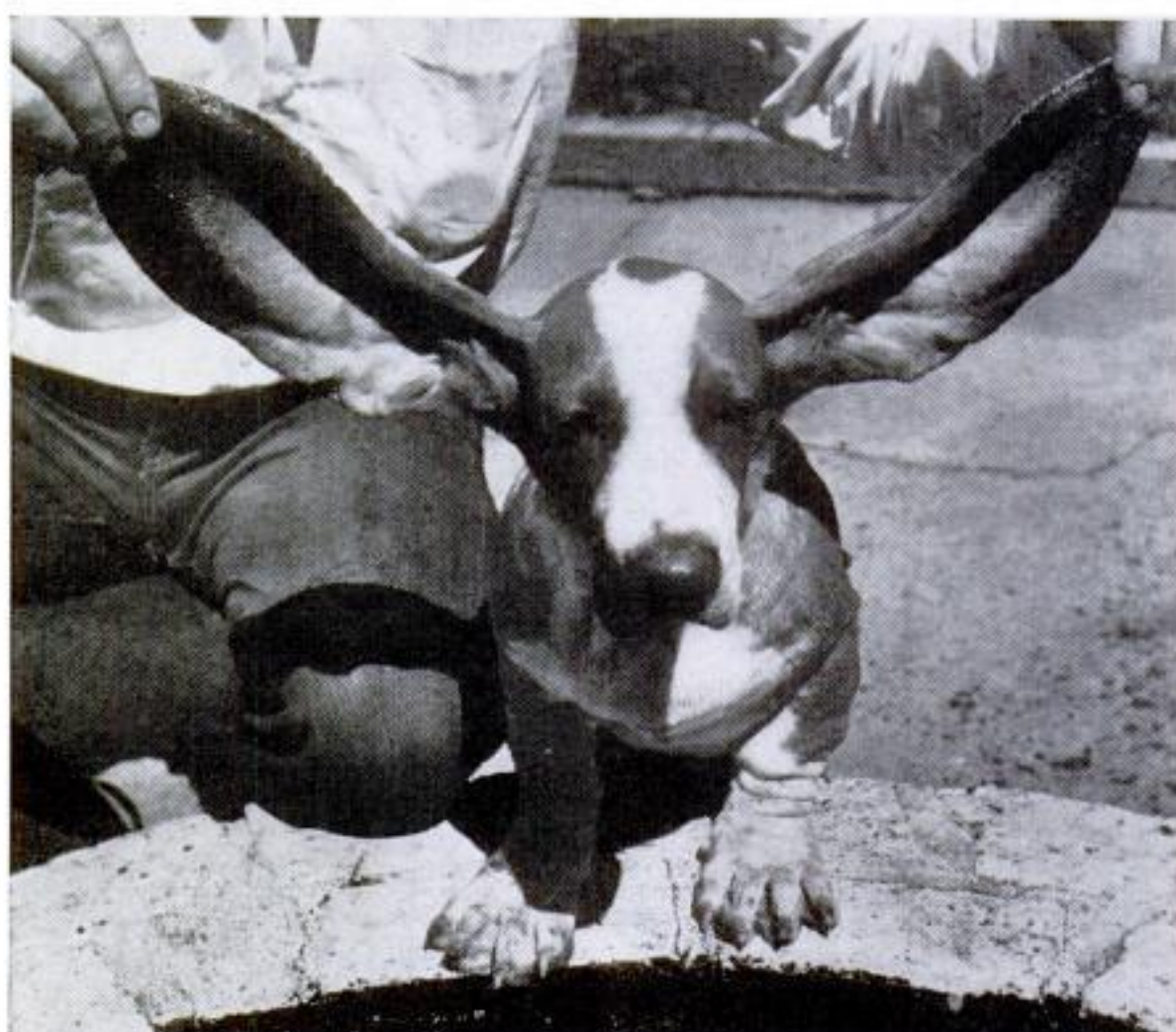


Copyright 1953, The Nestlé Company, Inc.

Sam CONTINUED



... Photographers love to insult our breed with the "High Stepper" shot. Some basset hounds have straight legs (*basset à jambes droites*); still others are half-cocked (*basset à jambes demi-torses*). Not me. My *jambes* are as fully *torses* as any bedspring ...



... This is the "Butterfly," or *Papillon*, type shot dear to basset fanciers. Shakespeare wrote that our "heads are hung with ears that sweep away the morning dew." But the real reason for breeding them that long was to trip us up when we tried to hurry ...

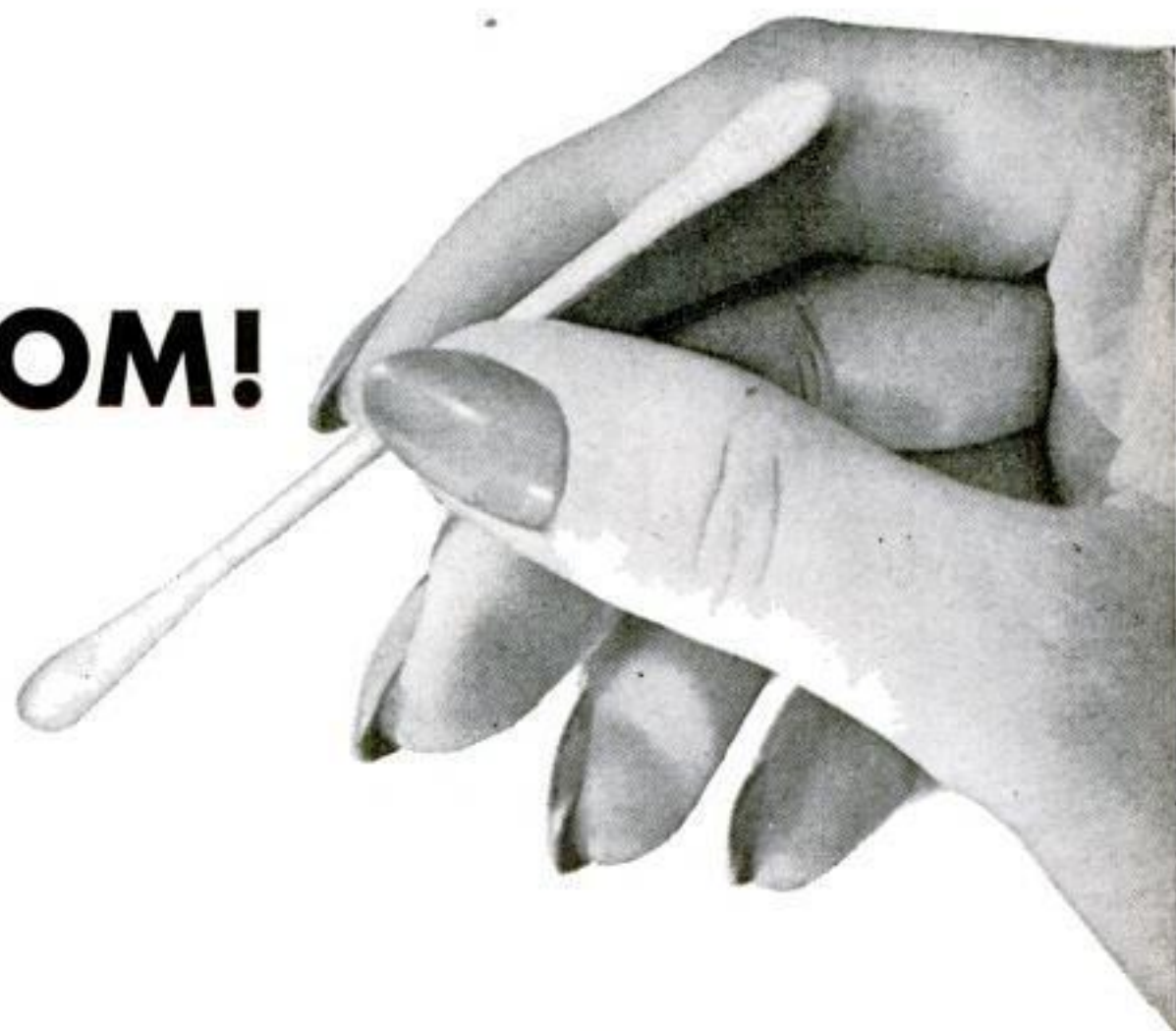


... Another variation on the "ears" bit, usually good for a big yak, is this gag of tying them in an overhand knot at mealtime. Painful as it appears, it is much less so than biting an ear when it gets mixed up with my dinner, which is not infrequently ...

CONTINUED ON PAGE 90



CAREFUL, MOM!
If that's
for me...



**...make sure it's made
by JOHNSON'S**

Because the cotton swabs you use on baby are for such delicate
cleansing needs, only the finest, purest kind is safe enough.

The only cotton swabs that give baby
all these benefits...

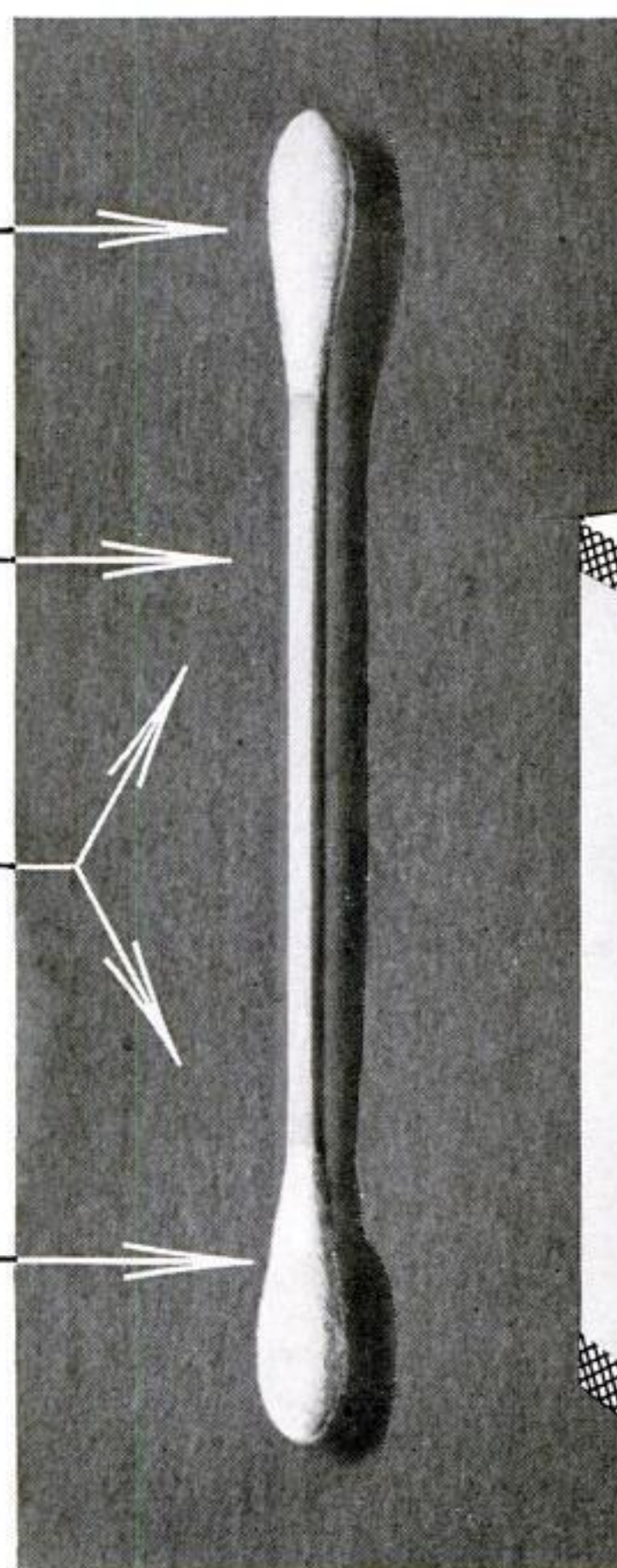
Purest absorbent cotton—sparkling-white,
super-soft, Red Cross Cotton—the finest
cotton there is!

Select white birch sticks—polished smooth,
free from splinters.

Uniformly close-spun—a perfect tip on
each end of the stick. Won't slip or twist in
use. Never any wisps or fuzz to come loose.

Doctor-approved size—just right for baby
use. The size pediatricians recommend,
mothers prefer.

Sterile... beyond any question—the world-
famous sterilization technique of Johnson
& Johnson guarantees a 100% sterile prod-
uct. Safe, absolutely germ-free.



New JOHNSON'S COTTON BUDS



Give your baby the extra protection of
JOHNSON'S COTTON BUDS

*These two
transmission gears
may look alike...*



*but your Chevrolet
knows the difference!*

Protect the performance of your Chevrolet with Genuine Chevrolet Parts

If you're like most car owners, normally you wouldn't have any occasion to know much about gears. That's why you might assume that if two gears look alike, they are alike. Take the two transmission gears shown here, for a good example. They're identical in appearance, but one is a Genuine Chevrolet Part. It's made to fit right . . . function better . . . last longer in your Chevrolet. Always specify Genuine Chevrolet Parts for repairs and replacements . . . installed by your Chevrolet Dealer and leading independent garages and service stations everywhere.



AVAILABLE WHEREVER YOU GO
Made to fit right . . .
function better . . . last longer



Your Chevrolet Dealer

Sam CONTINUED



... In the "Ice Cream" shot (or *Cliché Crème Glacé*) the cooperative basset like myself is supposed to stick his four-inch schnozz into an ice cream box and worry it about to get what his gluttonous master left. Luckily I am rather fond of the stuff . . .



... "Crossing the Hind Feet" is another high comedy bit that rarely fails to get a smile. Actually it's quite comfortable—I am a heavy puppy (45 pounds) with probably more bone for my size than any other dog. Standing up for long is sheer hell . . .



... The "It's a Dog's Life" (*La Vie du Chien*) shot is a fitting wind-up that no good dog story is without. It also portrays my attitude toward these photographic shenanigans. Anyway, "basset" comes from the French word "*bas*," which means low down . . .

Kodak
TRADE-MARK

How much would you
take for the dearest
snapshot you own?
—50¢ —\$5 —\$100 —priceless

You wouldn't take the world for it,
would you? Yet priceless snapshots are
all around you just waiting to be taken.
Priceless snapshots that cost only pennies.
So keep your camera close at hand.

Eastman Kodak Company
Rochester 4, N.Y.



*Take your camera with you everywhere—
for that's where great snapshots are*

It's so easy to save your memories instead of wishing you had. Just get the take-your-camera habit. Take it everywhere—and use it. On the porch. In the yard. On family outings. Wherever you go. Try it for a week, and you'll want to do it all your life.

New, thrifty Duo-Pak holds two rolls of Kodak Verichrome Film for black-and-white snapshots. One for your camera . . . one for a spare. In the popular sizes 620, 120, and 127.

First choice of beginners and experts alike—
Genuine Kodak Film—in the familiar yellow box

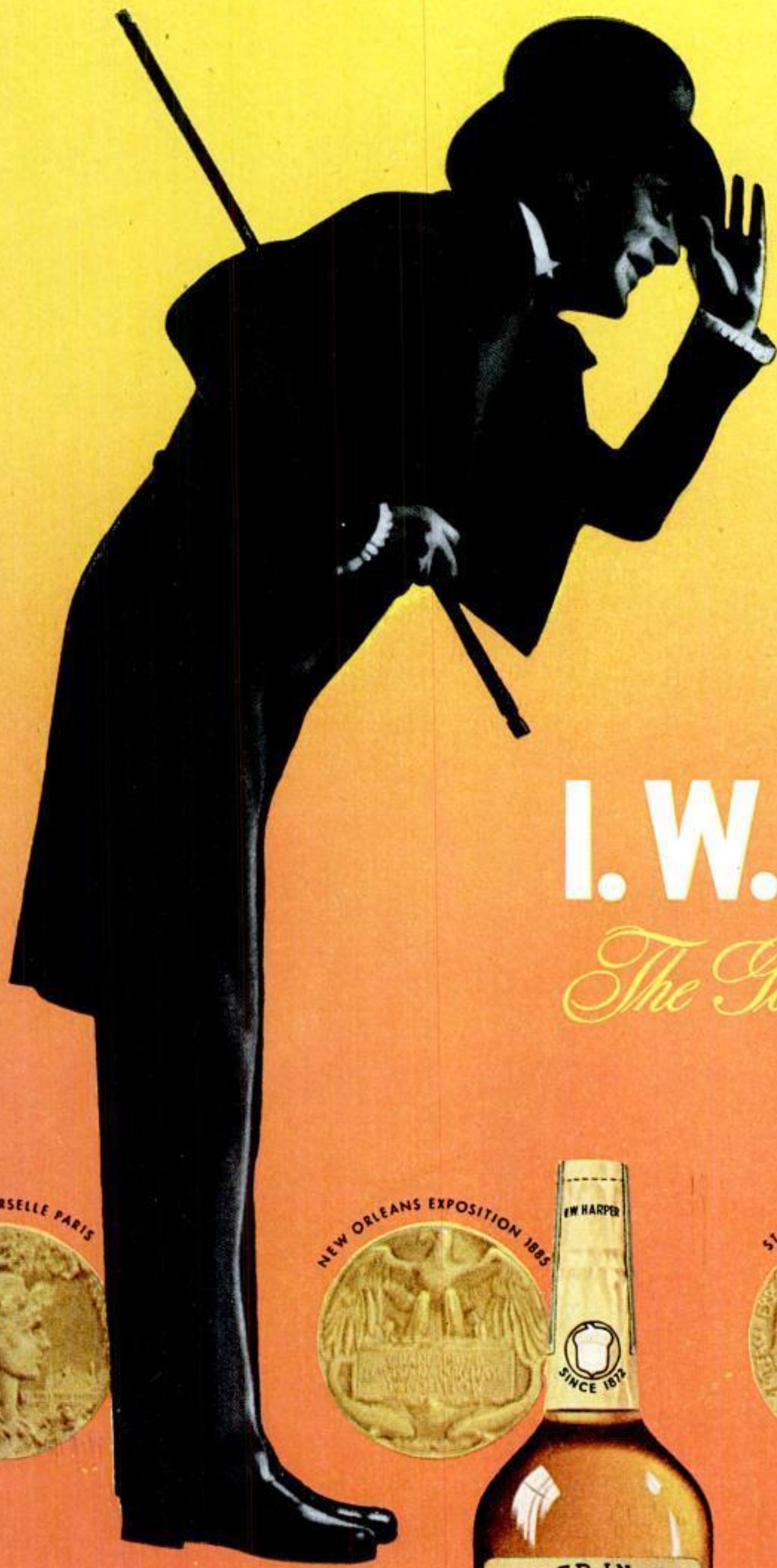


Today...

there's only one

Prized Bottled in Bond

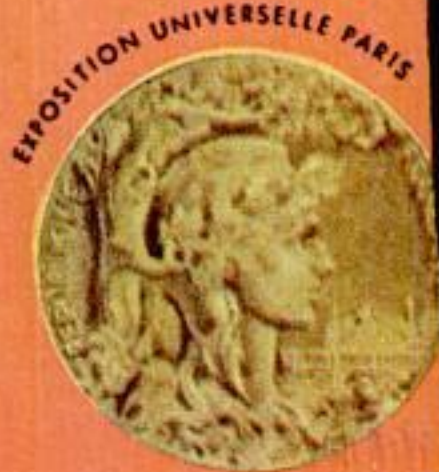
"I. W. HARPER *is the finest that money can buy"*



... it's always
a pleasure
to drink ... to serve

I.W. HARPER

The Gold Medal Whiskey since 1872



THE *Prized* BOTTLED IN BOND
KENTUCKY STRAIGHT *Bourbon*

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF, I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY

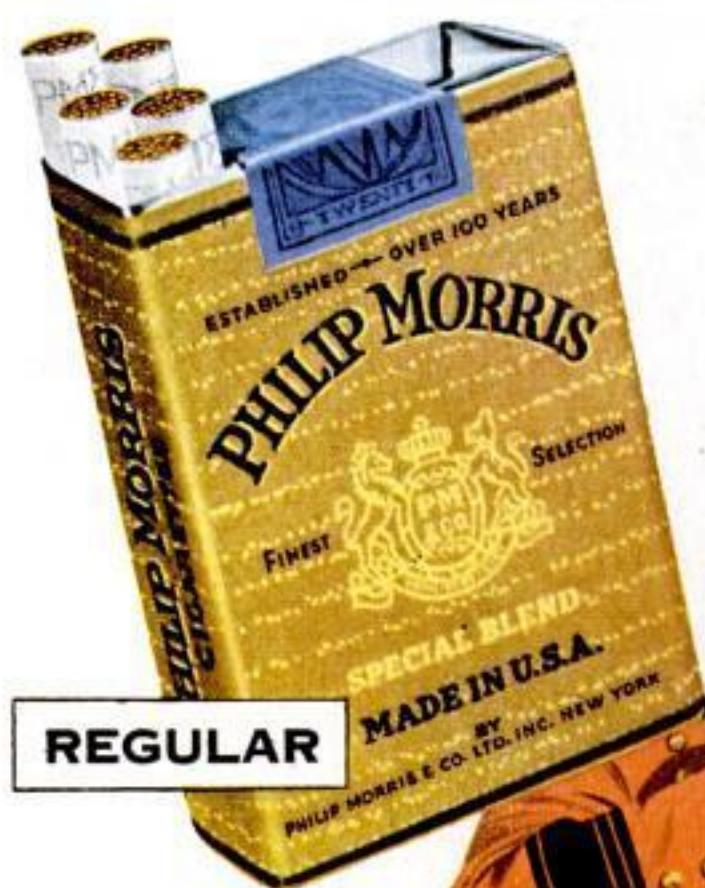
Be WISE About KING SIZE

Ask yourself... Do you have all this
with your present cigarette?

- Clean, fresh taste after smoking
- Full enjoyment of food
- Freedom from cigarette cough
- Mouth and throat comfort
- All day smoking enjoyment

If you answer "NO" to **ANY** of these questions—

IT'S TIME TO CHANGE TO PHILIP MORRIS!

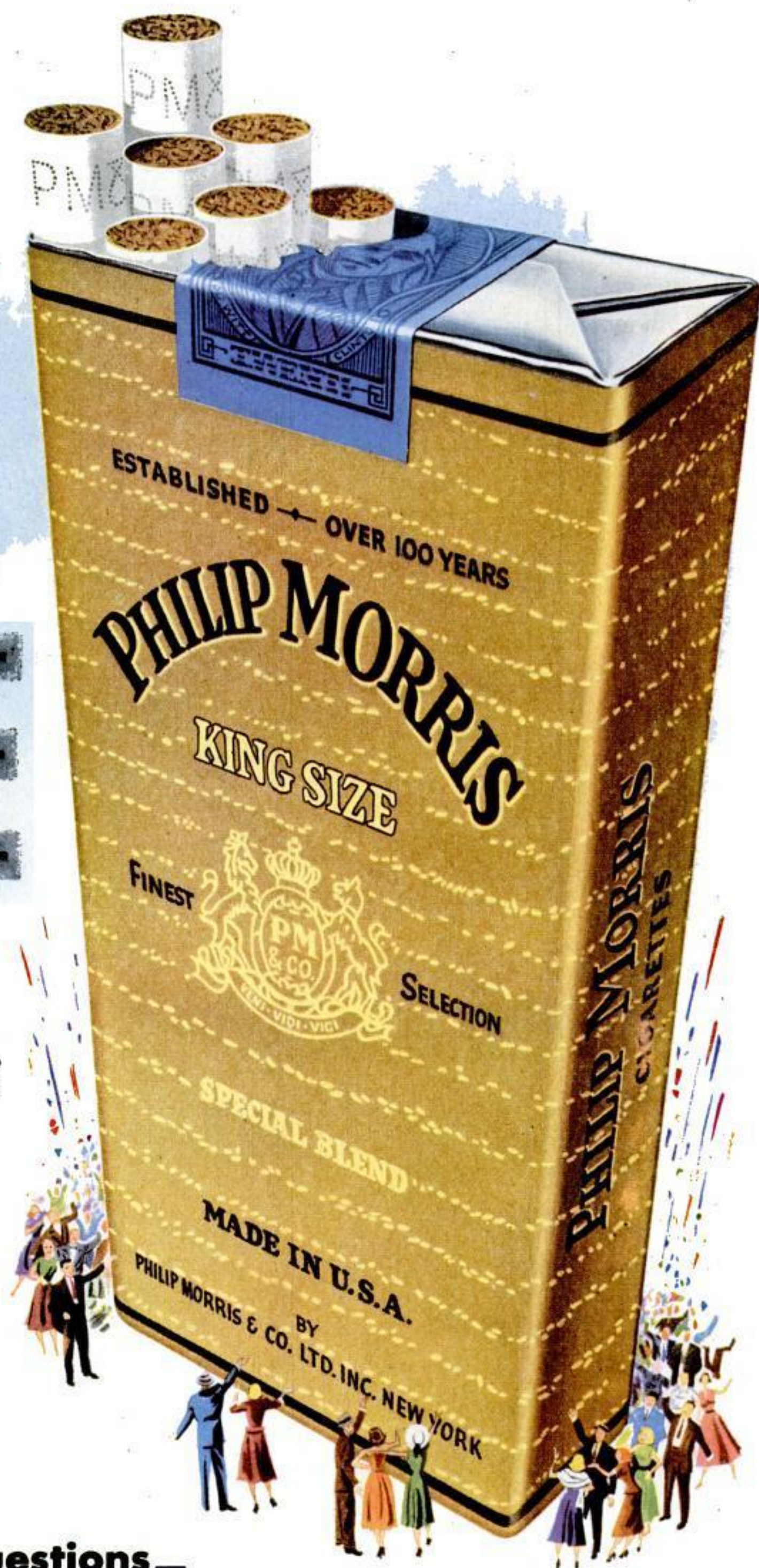


OF THE MANY KING SIZE cigarettes on the market, none is like PHILIP MORRIS KING SIZE. *This King is different . . . made an exclusive way . . . the PHILIP MORRIS way . . . to give you every good thing you want in a*

cigarette. Be wise! If you're not getting *everything* you want from *your* cigarette—it's time to change to PHILIP MORRIS! King Size or Regular, if it's PHILIP MORRIS, it's America's finest cigarette! Pick up a carton today!



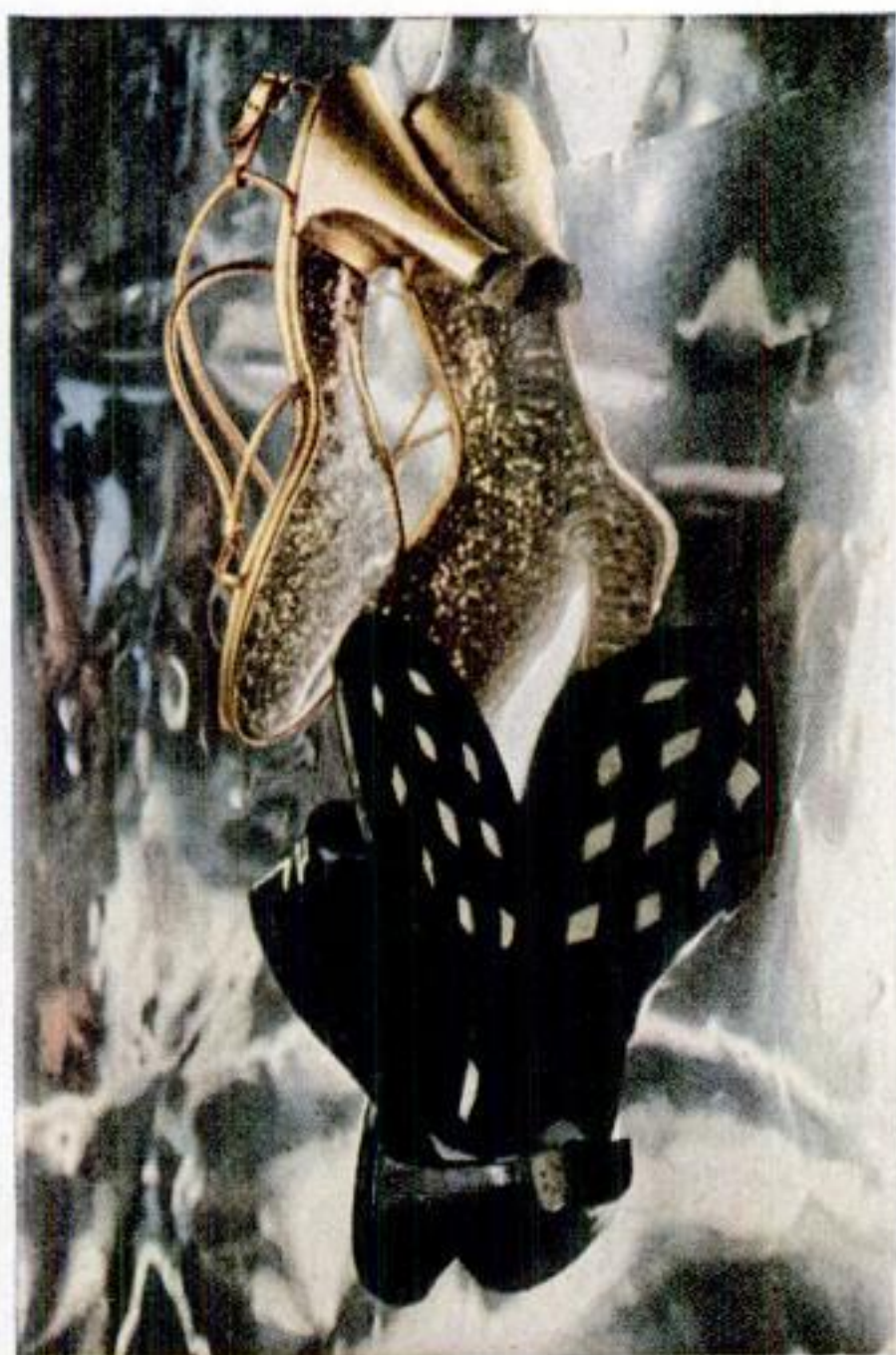
CALL FOR PHILIP MORRIS



Soles To Be Seen

FEET GET OFF FLOOR

For women who like to lounge around the house with their feet up in the air, slipper makers have come up with a new idea—show-off soles. The rhinestone-studded sandals at right were made as a fashion show gag but to the astonishment of their manufacturer were promptly ordered by stores. Attractive but destructive, they will scratch up polished floors unless the wearer coats the rhinestones regularly with floor wax. Safer for people who like to dance in the living room are the sandals shown below. The gold-soled shoe has a thick, clear plastic shield covering embedded sequins. The cutout suede lifts the white kid base off the floor and helps keep it clean.



SAFE SANDALS are gold kid with plastic soles (\$23) and cutout suede (\$18, both Bonwit Teller).

RUG-CUTTERS are rhinestones on velveteen base (Oomphies, \$35). Jersey suit is by Claire McCardell.



Why more mothers choose
Borden's
 HOMOGENIZED
Milk!



©The Borden Company



Everybody knows that milk is good for children.

Yet more mothers give their children Borden's Homogenized Vitamin D Milk than any other.

Other milks are homogenized, too. Others have the "sunshine vitamin." Others also provide calcium—so good for teeth and bones.

Perhaps more mothers buy Borden's because they feel more confident when they buy it. They feel that Borden's goes above and beyond the necessary steps to bring them a product that truly has got to be good.

ALL ABOARD!
ALL A-BORDEN'S!

Get Borden's Milk on
 Elsie's Good Food Line—at your food store,
 or from your Borden man.





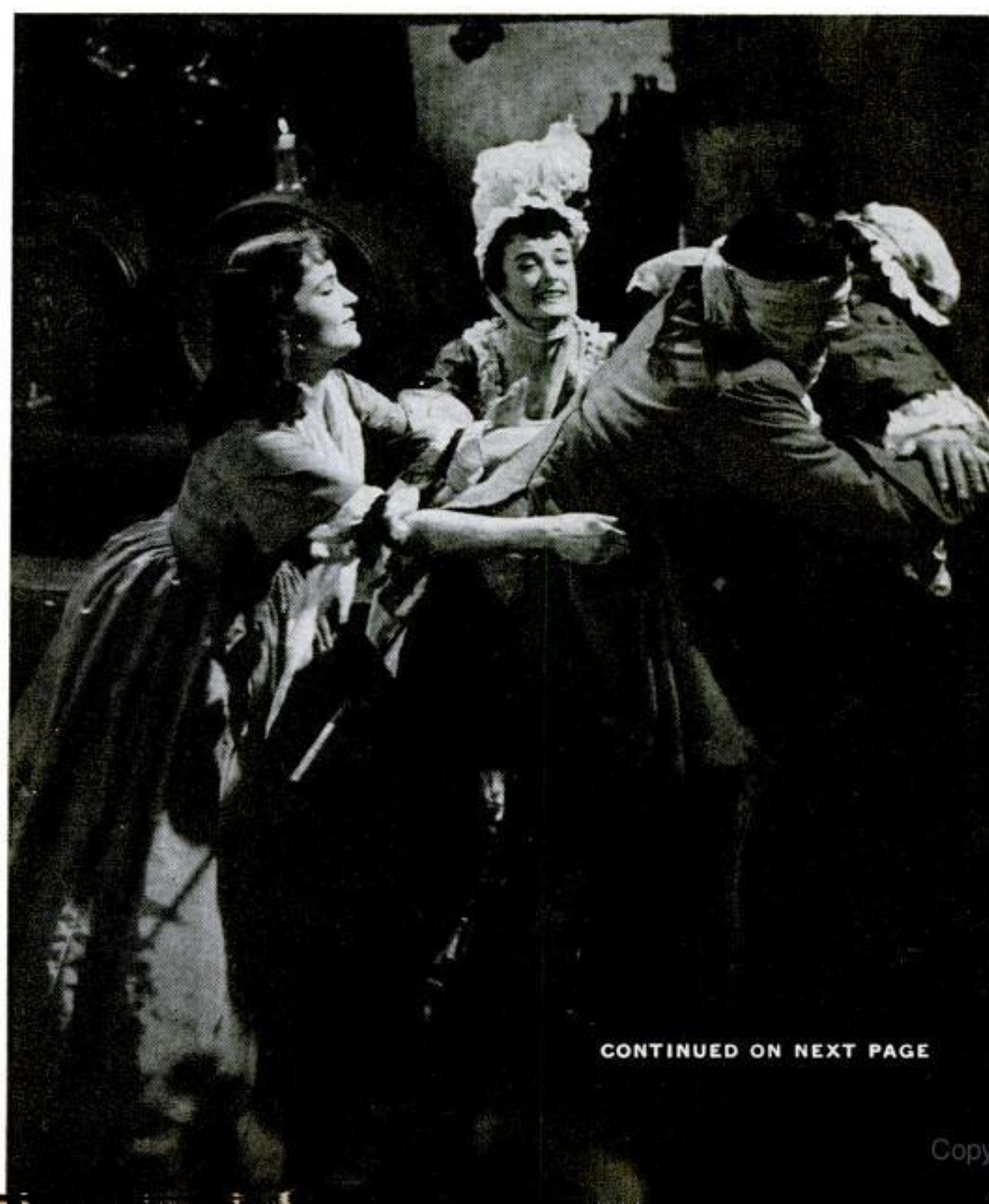
A HIGH-RIDING HIGHWAYMAN, Laurence Olivier, holds up luggage cart, grabs yellow dress, rides off singing, "I courted and won, I kissed and was gone."

Sir Larry Sings on Horseback

OLIVIER ROISTERS IN BAWDY OPERA

Practically all the other actors in the English film *The Beggar's Opera* have their songs dubbed in by opera singers. But not Sir Laurence Olivier. He insisted on using his own pleasant baritone as Macheath, the wenching highwayman. Intended as a satire on the immorality of Britain's upper classes, John Gay's 225-year-old opera of guys and dolls sometimes founders in too many fa-la-la folk songs. But its staging is sumptuous, its strumpets are seductive, and it proves that Sir Larry, who also does his own riding, can canter and carol with equal ease.

A WEAKNESS FOR WOMEN leads Macheath to play blind man's buff with wily wenches who steal his guns and turn him in to police.



CONTINUED ON NEXT PAGE



Winning Pass Combination
National League Champion
Detroit Lions

"In clothes and on the gridiron —
the right combination always wins."

Bobby Layne *Cloyce K. Box*

Here's a Winning Combination!

2 pairs of

HAGGAR
Slacks

and
a sport coat

Mix and match two pairs of Haggard Slacks with a sport coat and you'll have two complete outfits for the price of one!

See Haggard's big selection of wool and Orlon flannels and tweeds...at good stores everywhere.

About **\$1295**

- Won't bag—won't sag.
- Hold a crease even when wet.
- Rarely need pressing.
- Never lose their fine texture.
- Look and feel like luxury worsteds.

Illustrated:

The Lockhart tweed — 55% Orlon, 45% wool.

The tan flannel — 60% wool, 40% Orlon.

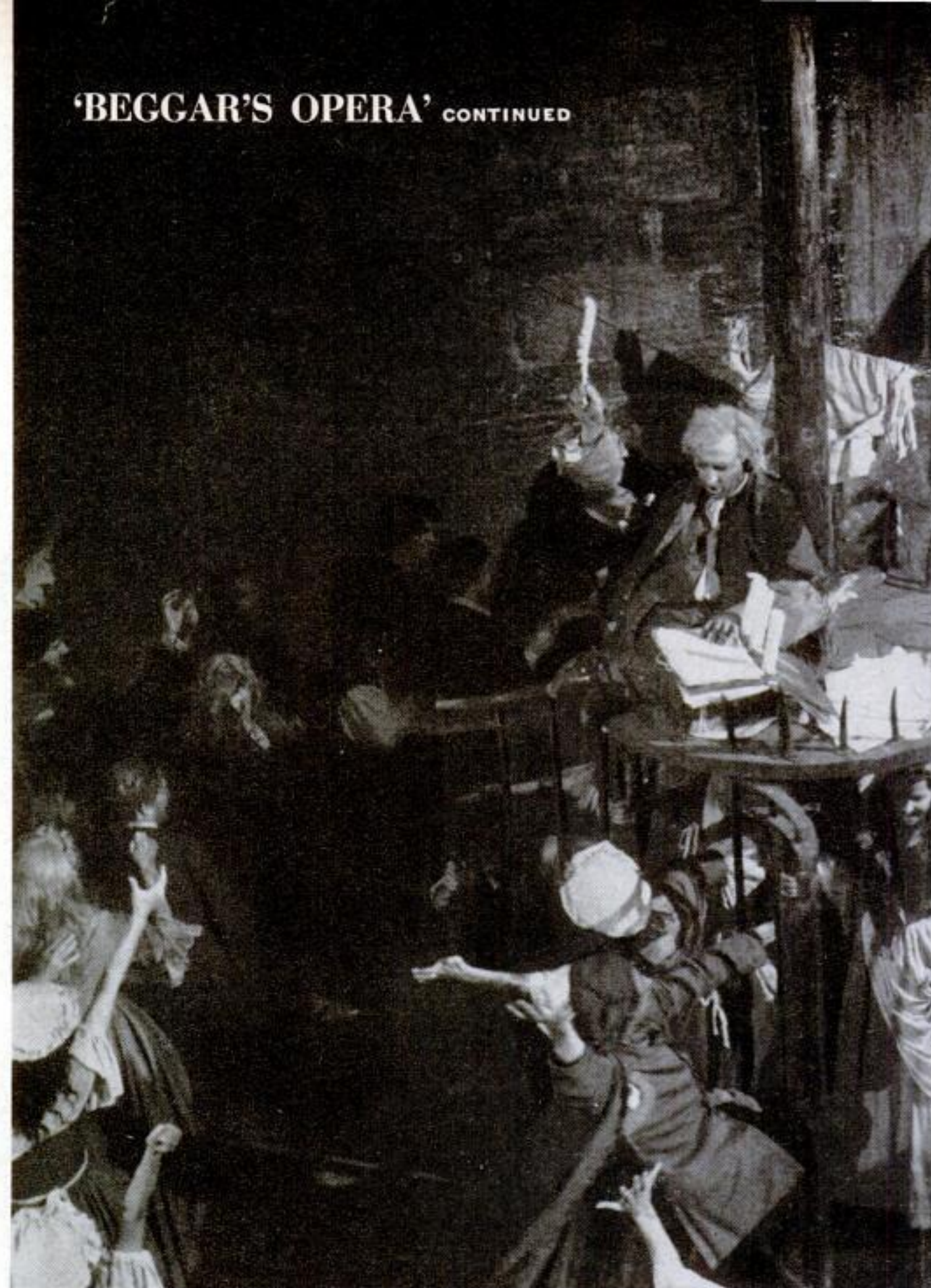
Tweed effects also available in wool and Dacron.

Other Haggard Slacks
\$6.95 - \$15.95

HAGGAR COMPANY

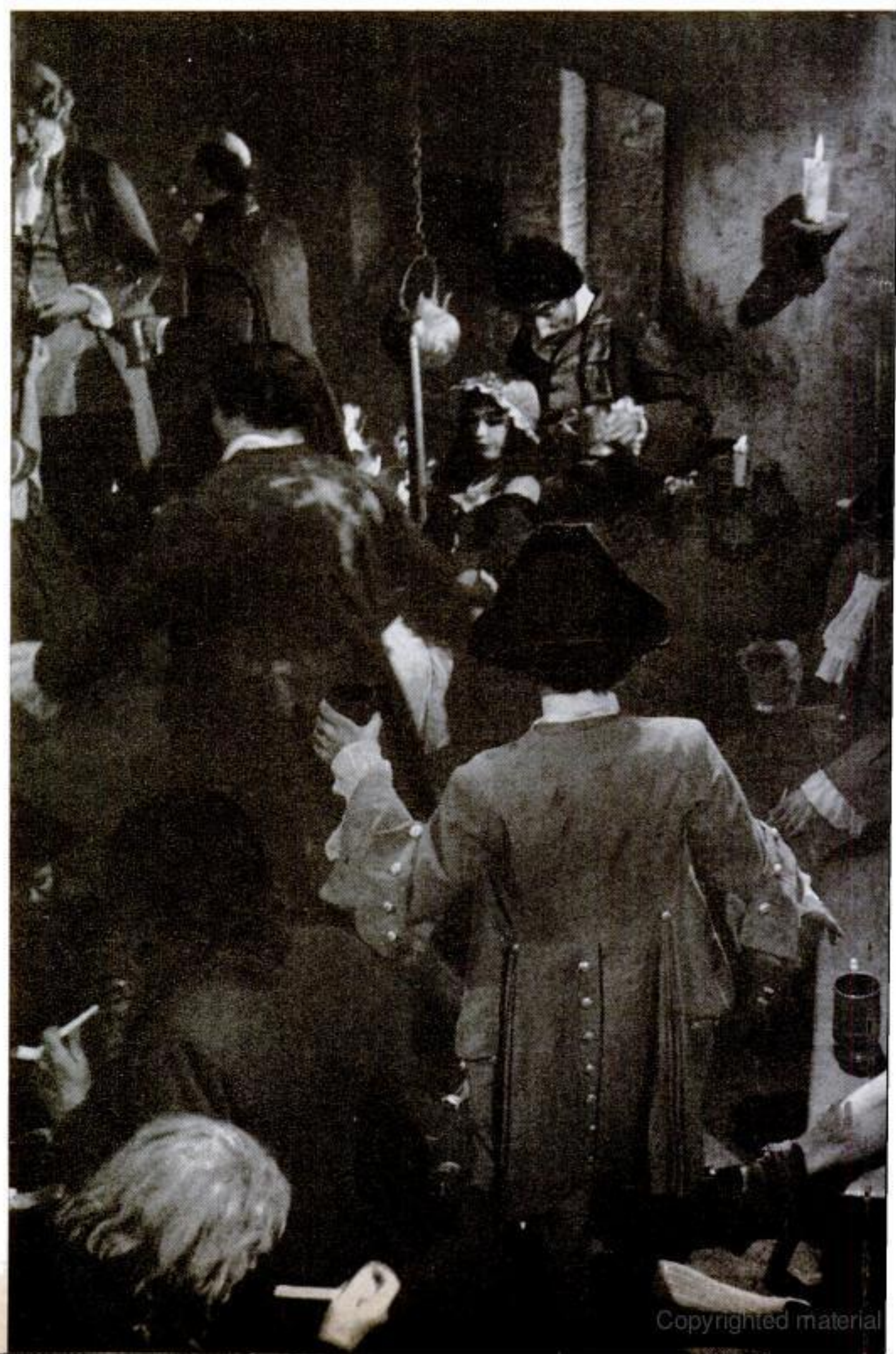
DALLAS

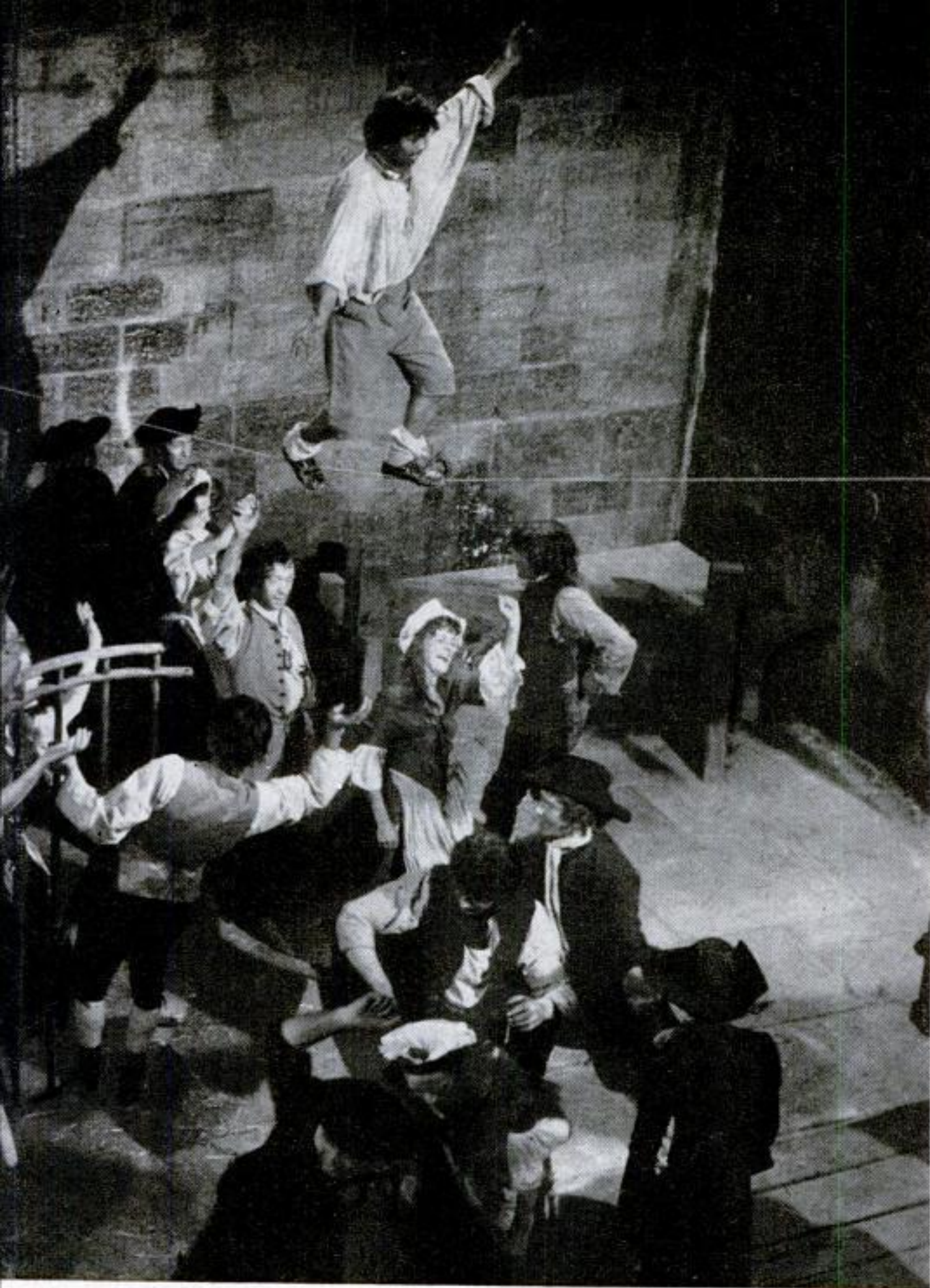
'BEGGAR'S OPERA' CONTINUED



HOGARTH INSPIRES ROWDY

The jail above is the scene of a new prolog and epilog added to *The Beggar's Opera* by Christopher Fry. He tells how a raggedy composer (left, center) in Newgate prison reads his own opera based on the adventures of a prisoner named Macheath. At the end the excited inmates begin to revel, and in the confusion prisoner Macheath steals keeper's keys and escapes to freedom.





JAIL AND TAVERN SCENES

The alehouse below is headquarters for all the cutthroats, highwaymen, prostitutes and pickpockets who brawl through the opera. Their goings-on are patterned after the famous engravings of William Hogarth, who immortalized the gin-soaked derelicts of 18th Century London. It is here that the hero Macheath meets temptation and downfall in the form of wine and women.



CONTINUED ON NEXT PAGE



*why pitch pennies
out the window
when panties of*

Spun-lo
are still only about

69¢*

- ★ Sizes full-cut for comfort
- ★ Always nice next to your skin ... never clingy or clammy
- ★ Dry quickly ... never need ironing
- ★ Wear superbly ... come in your favorite pantie style

Spun-lo
RAYON FABRIC
the knit with the fit where you sit

INDUSTRIAL RAYON CORPORATION, Cleveland, Ohio
Producers of Continuous Process Rayon Yarns and ®Tyron Cord for Tires



*Extra sizes slightly higher;
brief styles slightly lower.

AMF Junior gives young America the biggest value on wheels



THE JUNIOR "JET". A real "out of this world" tricycle. Rocket knuckle guards, streamers and step plate. Big, semi-pneumatic tires. Ball bearing front wheel, Chrysler oilite bearing rear wheels.

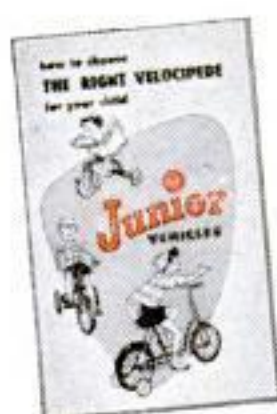
JUNIOR ROADMASTER SIDEWALK BIKE. It's a convertible! Simply remove cross bar to convert from a boy's to a girl's model in a jiffy. Trainer wheels make learning easy, are removable and adjustable. "Rocket" knuckle guards. Balloon-type puncture proof tires. Chrysler oilite wheel bearings.

AMF JUNIOR brings you *double value* in tricycles and sidewalk bikes. *Children* love JUNIOR'S wonderful riding ease and modern, racy styling. *Parents* are delighted with JUNIOR'S lower cost, durability and added safety features. A complete range of models and sizes for youngsters from 1 to 7. Remember—for the biggest value on wheels—be sure it's an AMF JUNIOR.



products
ARE BETTER...by design

AMERICAN MACHINE & FOUNDRY COMPANY



Write for new folder—"HOW TO CHOOSE THE RIGHT VELOCIPEDE FOR YOUR CHILD." Address AMF-Junior, 217 Marble Street, Hammond, Indiana.

'BEGGAR'S OPERA' CONTINUED



HAPPY IN THE HAY, Macheath hugs his bride Polly (Dorothy Tutin), whose villainous parents plot to have him hung so Polly can be rich widow.



HIS TWO LOVES, though savagely jealous of each other, remain loyal to amorous Macheath after he is nabbed at a gambling house and put in chains.



TO THE GALLOWS Macheath rides bravely, while all of London turns out with picnic baskets in hopes of seeing the rogue and lover meet his doom.

Old faithful - new pleasure

with this livelier catsup



Del Monte
BRAND
Catsup

the only catsup made with
Pineapple **V**inegar
—the superlative vinegar that brings out
the best in catsup flavor

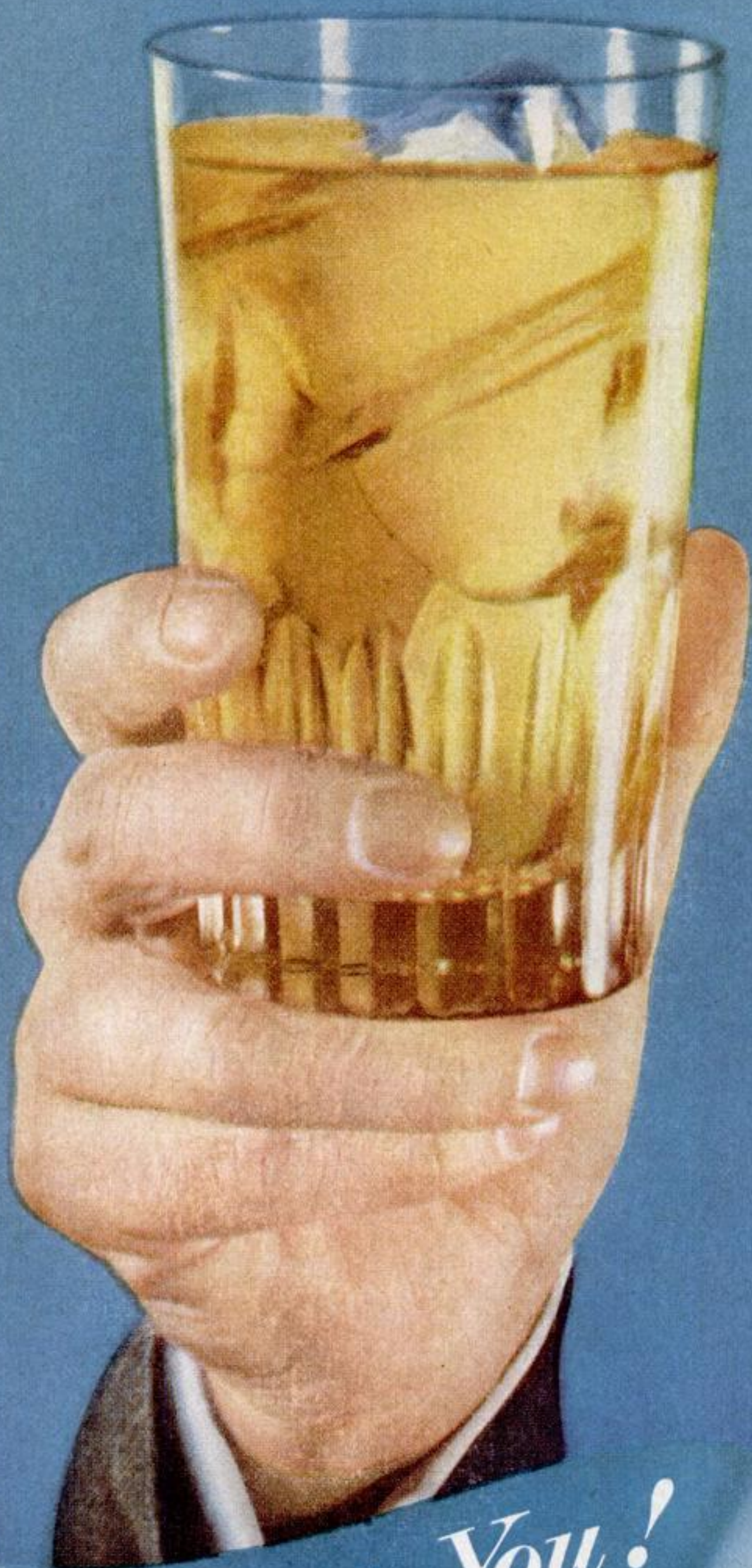
Del Monte
BRAND
QUALITY
TOMATO CATSUP
CONTENTS 14 OZ. AVOIR.
OR 397 GRAMS
PACKED BY
CALIFORNIA PACKING CORPORATION
MAIN OFFICE SAN FRANCISCO, CALIF. U.S.A.
PACKED IN U.S.A.

You'll like the
handy screw cap
...so easy to
open and close.

How about trying the rest
of the famous DEL MONTE
Tomato Products family?

Tomato Sauce
Stewed Tomatoes
Chili Sauce
Tomato Juice

- ✓ Remember—all catsups are *not* alike.
- ✓ Only DEL MONTE is made with Pineapple Vinegar. It's wonderful what this fine vinegar does to coax out the best flavor from ripe tomatoes and fragrant spices in catsup.
- ✓ And the DEL MONTE label is your assurance of the same high quality you have found in other DEL MONTE Brand Foods.



Here's to You!



Here's Looking at You!

No matter how you say it ...

HERE'S TO YOU...you millions who have made Seagram's 7 Crown America's most popular whiskey...because you believe that only the finest is fine enough for you and your friends!

HERE'S LOOKING AT YOU...you expert bartenders of America! Thanks for looking to 7 Crown for your most popular drinks...so that your customers can look forward to...perfection!

HERE'S HOW...the men behind the counter have helped make 7 Crown America's favorite! They've recommended it with confidence...because they know their customers can serve it with pride.



Here's How!



Say **Seagram's** and be **Sure**

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

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Living Rooms Stay Lovelier with KenFlex...Dance here, dine here, relax here...there's an invitation to really carefree living in a room with an easy-to-care-for KenFlex Floor. Decorator colors shown in the room above are Bikini Blue, Lime Green with White Feature Strip and exclusive Dot ThemeTile!



Kitchens Stay Cleaner with KenFlex. Because dirt can't penetrate the ever-smooth KenFlex surface your work's cut in half. For gaiety, lay your KenFlex Floor in colors shown: Lime Green, Shannon Green and White Ivy.

Yes, KenFlex is the floor that stays like new through years and years of the hardest wear. You can test its magic for yourself...spill food on it, or beverages, or ink or cleaning fluids or even hot grease that ruins ordinary flooring...then see how easily it wipes clean. Damp mopping's all that KenFlex ever needs...it doesn't even need waxing unless you want to give its lustrous surface an even brighter gleam.

And KenFlex has the clearest, loveliest colors in flooring today...glowing, clear-through colors that never wear off.

Save money! Install your own 8' x 10' KenFlex Floor for approximately \$29.75.



KenFlex installs over any firm floor so choose this resilient tile for every room in your house. KenFlex colors shown above are Desert Sand and Antique Coral with White Feature Strip and Bird ThemeTile.

Business Men Choose KenFlex for long wear and easy cleaning. Colors shown in Drug Store: Marigold and Egret White with Ivy ThemeTile and Green Feature Strip. In Restaurant: Desert Sand and Bikini Blue with Star ThemeTile.



*Beautiful
new*
KENFLEX
VINYL TILE
*for every floor
...everywhere*

*Defies grease,
dirt and wear!*



Colorful as a Peacock...For the most beautiful colors available in flooring today, be sure to see the complete KenFlex selection at your Kentile, Inc. Dealer. He's listed under FLOORS in your Classified Phone Book. In Canada, T. Eaton Co., Ltd.



KENFLEX
VINYL TILE
TRADE MARK



By the makers of Kentile

DURANTE BY THE NUMBERS

A new art kit makes portrait painting foolproof for amateurs



NUMBERED NOSE and eye on Durante canvas are mapped with unbroken lines indicating sharp color areas, dotted lines showing areas to be blended.

The curious network of lines and numbers at left is the latest device for making painting foolproof for the amateur. Developed by the Palmer Paint Co. of Detroit, it is a close-up of Jimmy Durante's famous nose, marked off on canvas into numbered areas corresponding to numbered paints in the Palmer "Personalized Portrait" kit. If the amateur fills in all the areas with similarly numbered paints, he will produce a realistic portrait free from the unorthodox colors and contours that characterize

most amateur work and without any wear and tear on his imagination. To demonstrate the process, Palmer recently held a contest, invited kids to fill in the Durante portrait. After an eye-straining four hours, 33 children succeeded in converting their canvases into almost identical replicas of the "Schnozzola's" nose and leer. With similar plugging and the aid of Palmer's numbering service (*next page*) grown-ups can keep up with the kiddies and produce replicas of their own families or sweethearts.

PALMER CONTESTANTS, RANGING IN AGE FROM 8 TO 13, PROUDLY DISPLAY FINISHED PRODUCTS. BOY IN MIDDLE OF CENTER ROW WON FIRST PRIZE OF \$25



REAL RELIEF FOR ATHLETE'S FOOT

MEDICAL TESTS PROVE
Bactine[®]

BRAND

**CAN KILL FUNGUS GERMS
AND HELP CLEAR UP
INFECTION**



CLEAR UP Athlete's Foot infection with fresh smelling, crystal-clear BACTINE. It doesn't hurt and you can use BACTINE freely to kill fungus germs, soothe the itching and eliminate unpleasant foot odor.

HELP PREVENT ATHLETE'S FOOT by bathing your feet with BACTINE daily and after exposure in swimming pools and showers.

FOOT HYGIENE—Refreshing BACTINE brings foot comfort... soothes itching, burning feet.

Bactine Does More...Much More!



Insect Bite

Eases Itching

Acts quickly to relieve itching, guards against infection. Children enjoy using it.



Sunburn

Checks Pain

Quick pain-relief for minor burns. Fights infection and so promotes healing.



Poison Ivy

Relieves Irritation

Cools, soothes, relieves discomforts from poison ivy and oak, nettles, and from other common skin irritations.



First Aid

Germ Killing Action Fights Infection

Doesn't sting. Cleanses wound and relieves pain.

Bactine is greaseless, Stainless, Practically Painless

NOTE TO PHYSICIANS: Doctors not already familiar with BACTINE are invited to write for professional literature giving basic research and clinical data.

**Buy
Bactine**[®]



ALL DRUG STORES—3 Convenient Sizes

Made by the Makers of ALKA-SELTZER

MILES LABORATORIES, INC., ELKHART, IND.

Portraits by the Numbers CONTINUED

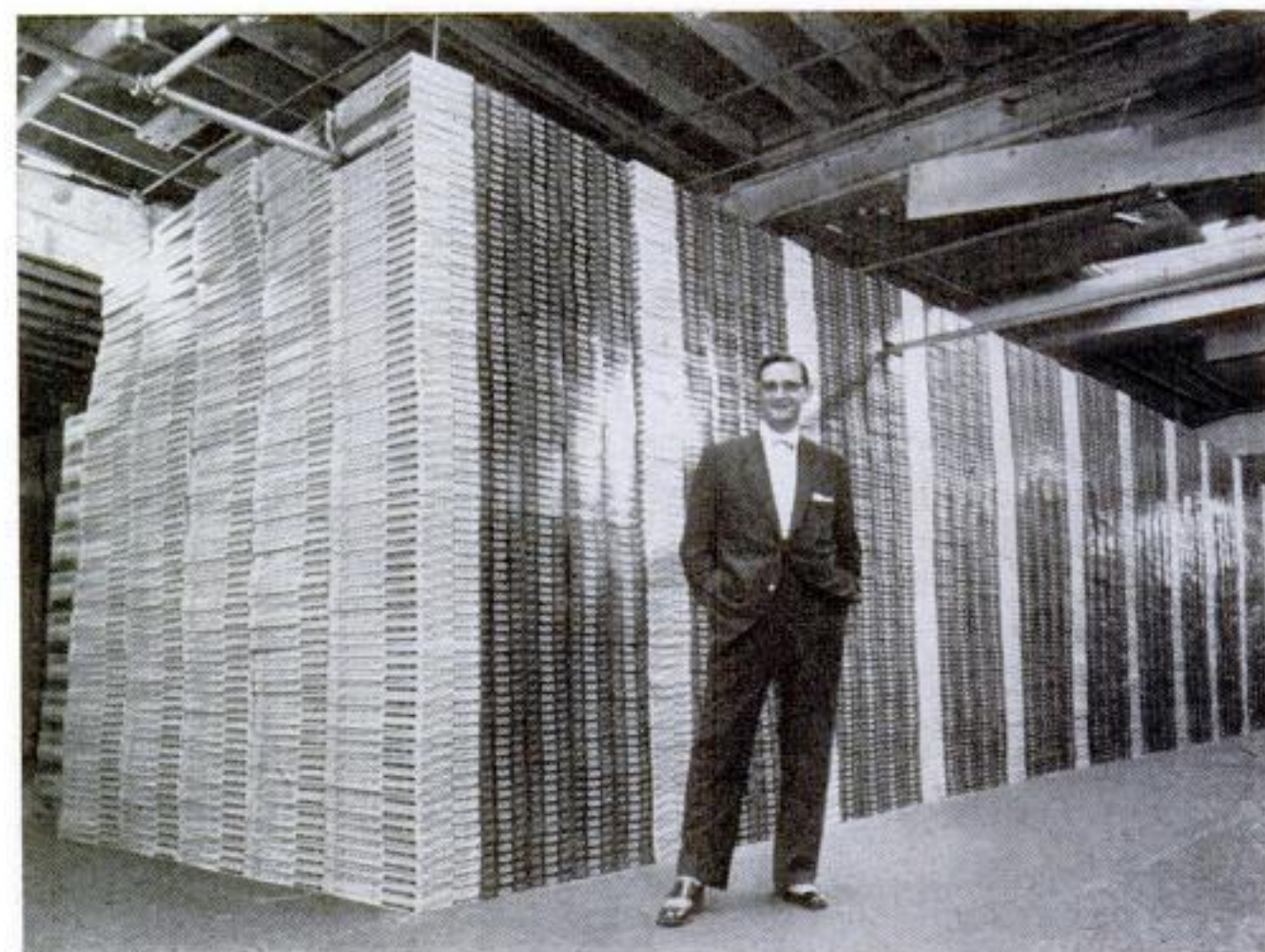


PREPARING "personalized portrait" for amateur who has sent a photo of her boyfriend to the company, one of Palmer's 77 artists maps out color areas on an enlargement.



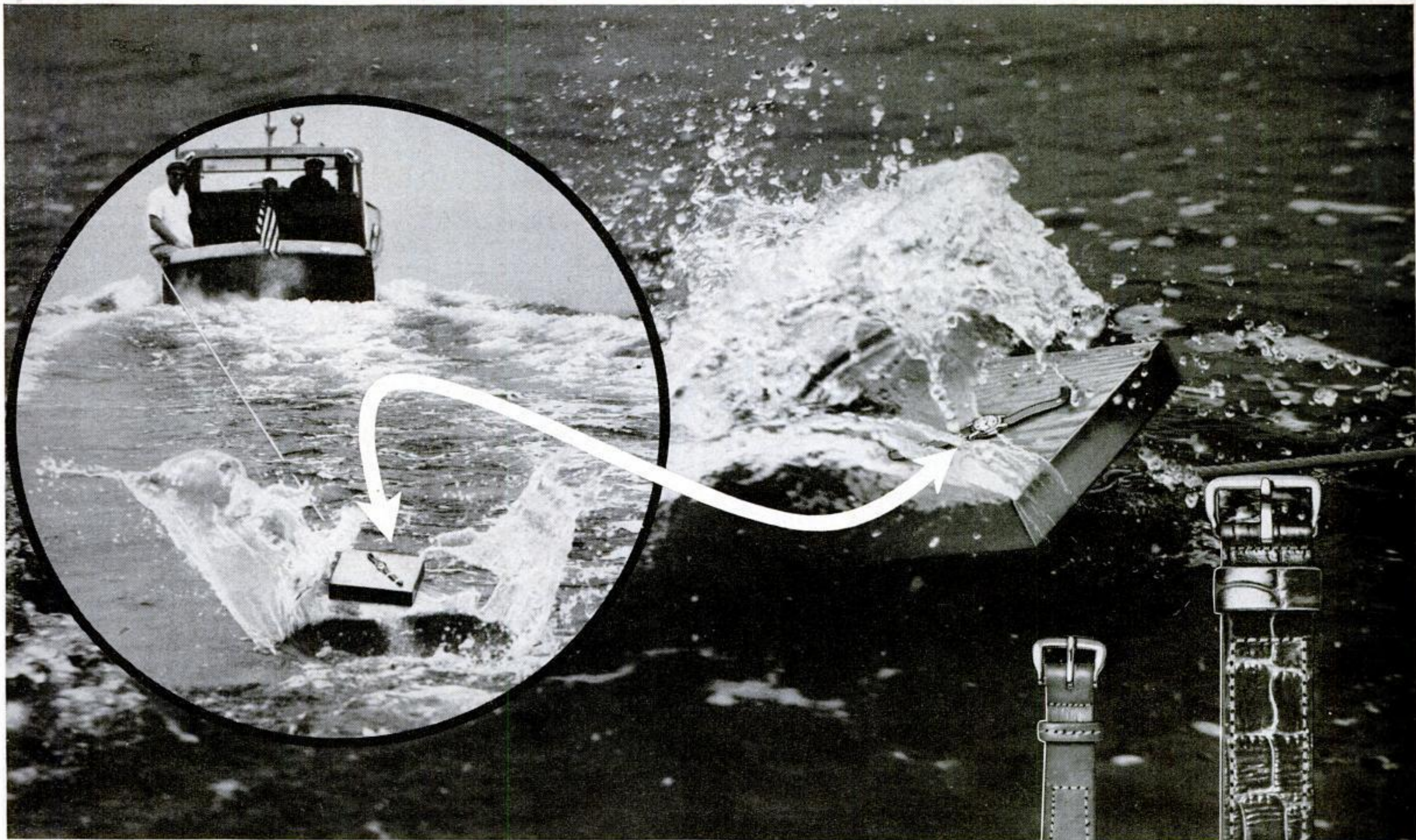
NUMBERING portrait, an artist works on acetate sheet on which she has traced the patterns of the photo. The numbered portrait is photographed, printed on canvas.

PAINTING the portrait at home, amateur fills in numbered areas on canvas with the corresponding numbered paints. Portrait set and the copying service cost \$19.95.



PALMER PRESIDENT Max Klein stands beside 25,000 "numbers" kits, less than a third of daily production. In two years, 12 million have been sold.

WAVES AND SALT SPRAY FAIL TO STOP THIS AMAZING WATCH!



Remarkable Verified† Water and Shock Test Proves Timex Can Take A Licking Yet Keep On Ticking!

Last May, Harbor-Master Tooker of Westport, Conn., nailed a Timex Marlin watch to a block of wood, trailed it after his speedboat and pulled it through choppy seas for over 27 miles! The Timex Marlin was heavily pounded and soaked hundreds of times. At the end of the 27 mile run, Harbor-Master Tooker reported, "The watch was still running and on time!" Here, certainly is dramatic proof that Timex Waterproof* watches are amazingly sturdy, challenging \$50 watches for accuracy and dependability.

SHOCK-RESISTANT*

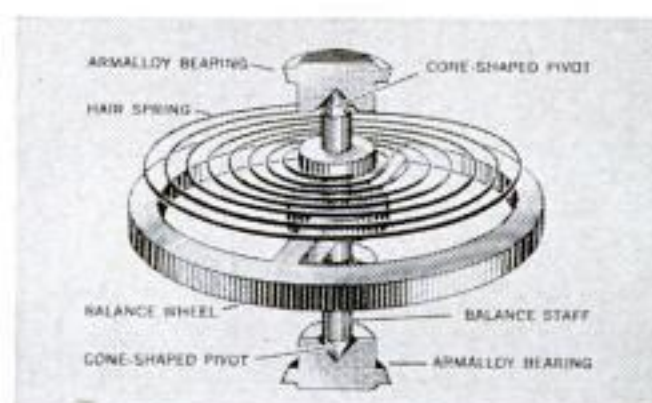


The rugged Timex is built to "take" hard bumps and thumps.

DUSTPROOF*



Specially constructed cases keep out dust and water; assure long service.



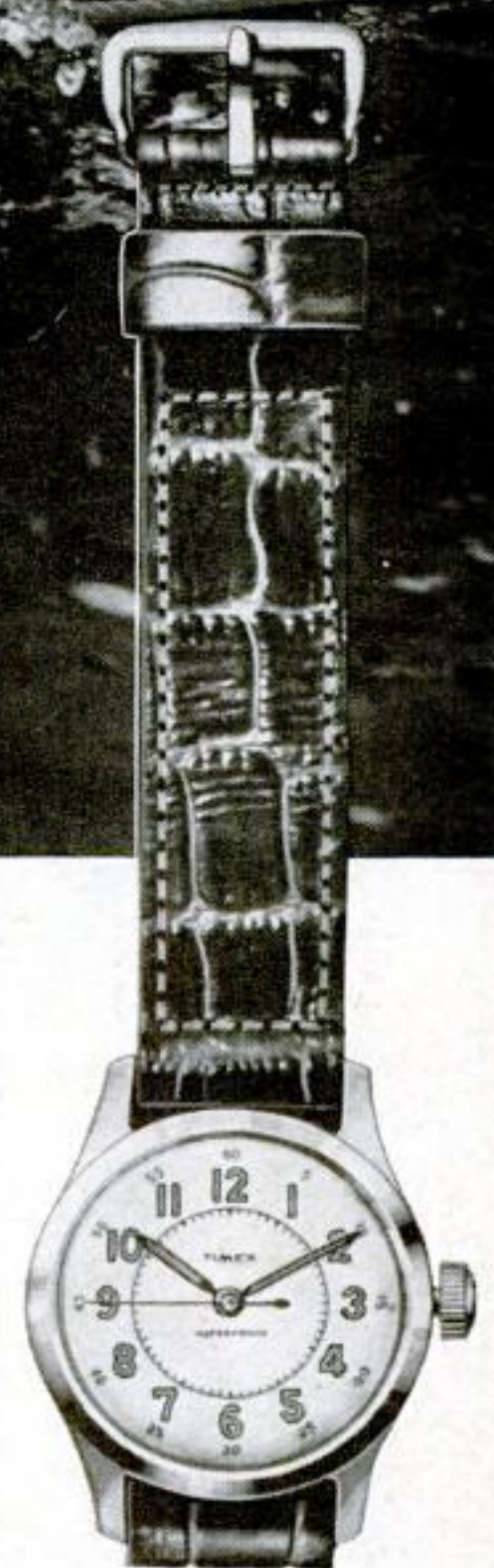
Only Timex Watches have the revolutionary V-CONIC MOVEMENT

Greatest advance in over 200 years of watchmaking. Unique cone-shaped balance staff turns on enduring Armalloy bearings. V-Conic movement is strong where conventional watches are generally weakest.



TIMEX SPORTSTER
Chrome case, stainless steel back, genuine leather strap.

\$995



TIMEX MARLIN
Sweep-second hand, radolite dial, chrome case, stainless steel back.

\$1195

ALL PRICES PLUS 10% FEDERAL TAX

Sold with **ONE YEAR** Guarantee

TIMEX



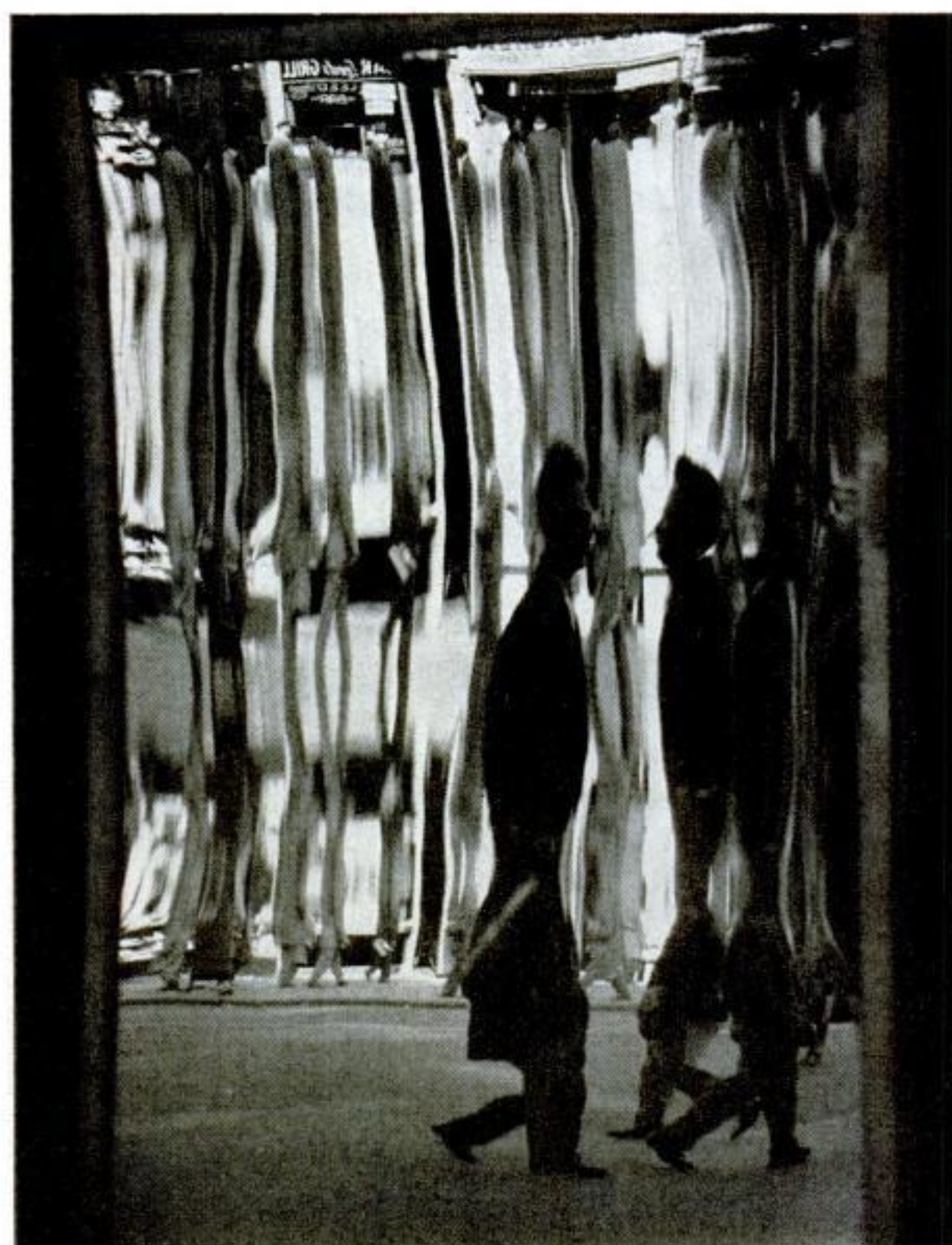
BEFORE YOU BUY A WATCH ASK THESE IMPORTANT QUESTIONS

Is it waterproof? Is it dustproof? Is it shock-resistant? Does it have a full-year guarantee? Timex Marlin and Sportster watches answer "yes" to all these questions!

PRODUCT OF THE WORLD'S LARGEST MANUFACTURER OF WRIST WATCHES • 500 FIFTH AVENUE, NEW YORK 36

* Timex Marlin and Sportster models stay waterproof and dustproof as long as crystal, crown and back are intact and, if removed, expertly replaced. † Sworn statement on file.

*A mirror in a Fun House turns
pedestrians on 42nd Street
into a strange, attenuated species*



*A haze of afternoon sun filters
through Brooklyn Bridge, gilding
the river and street below*

PART I

IMAGES

OF A

MAGIC CITY

Austrian photographer finds fresh wonder in New York's familiar sights

Photographed for LIFE by ERNST HAAS

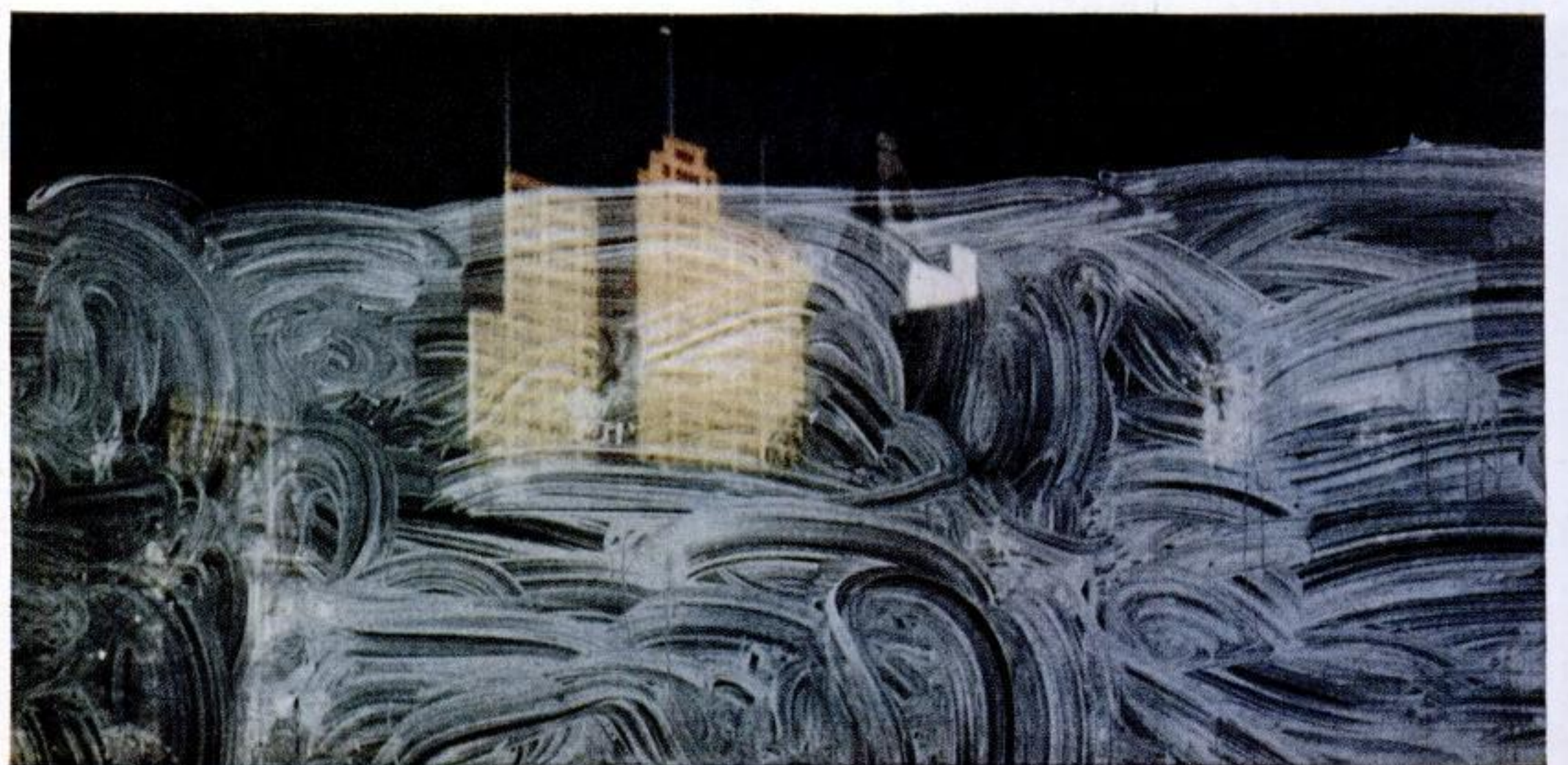
The many moods and marvels of New York have long captured the eye and challenged the imagination of artists. Although its landmarks have been recorded in countless ways, new discoverers are always finding fresh magic in the city's images. Such a discoverer is Ernst Haas (inset), an Austrian photographer who last year found an unexpected enchantment in the sun-dried lands of New Mexico (LIFE, Sept.



15, 1952). Wandering about New York daily for two months, Haas studied its vaporous views, polychrome patterns and shimmering reflections and photographed them so as to make the real seem unreal and inanimate forms come to life.

Here LIFE presents the first of two portfolios—another will appear in next week's issue—of the images Haas has caught in the parks, pavements and windowpanes of New York.



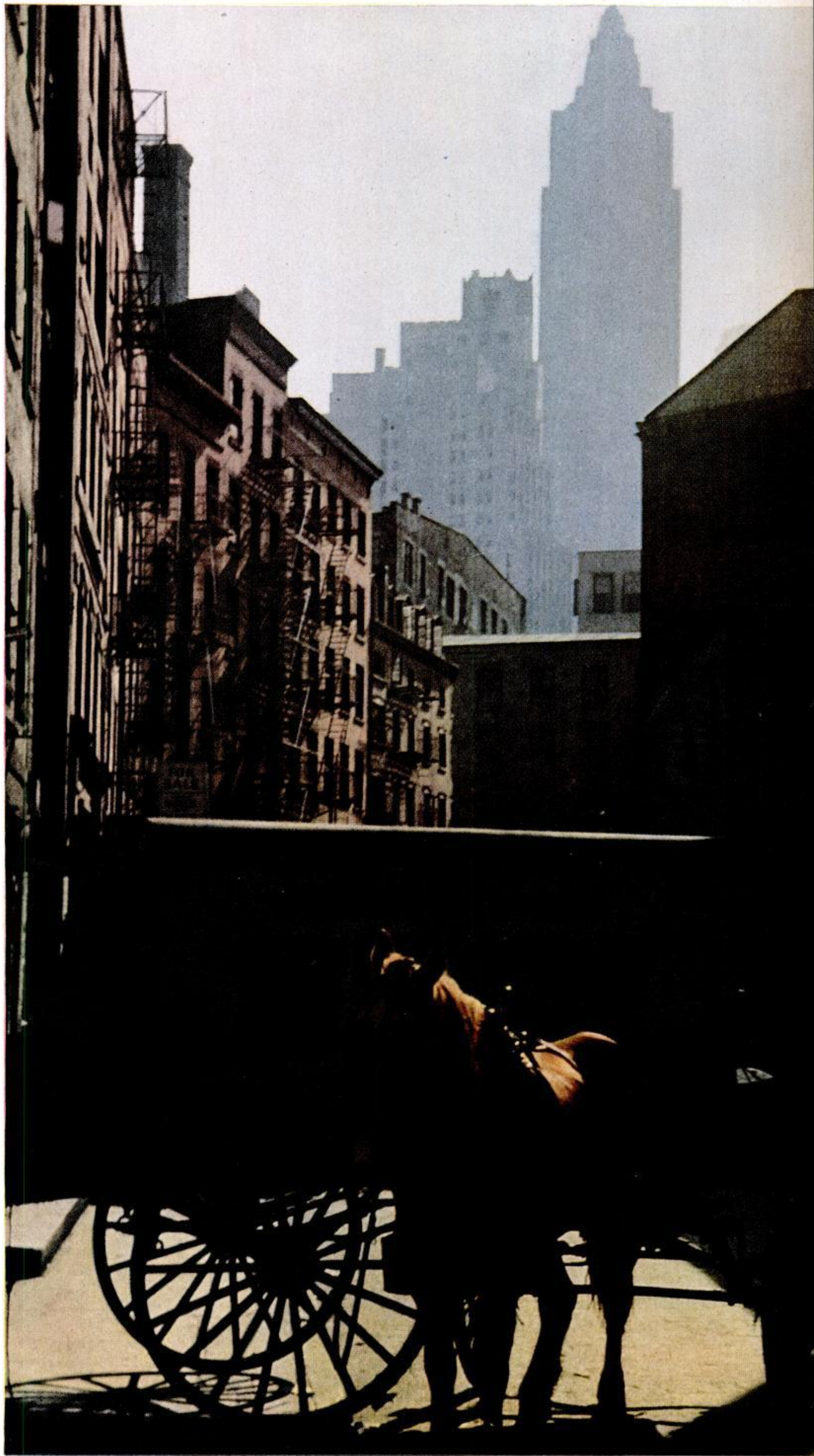


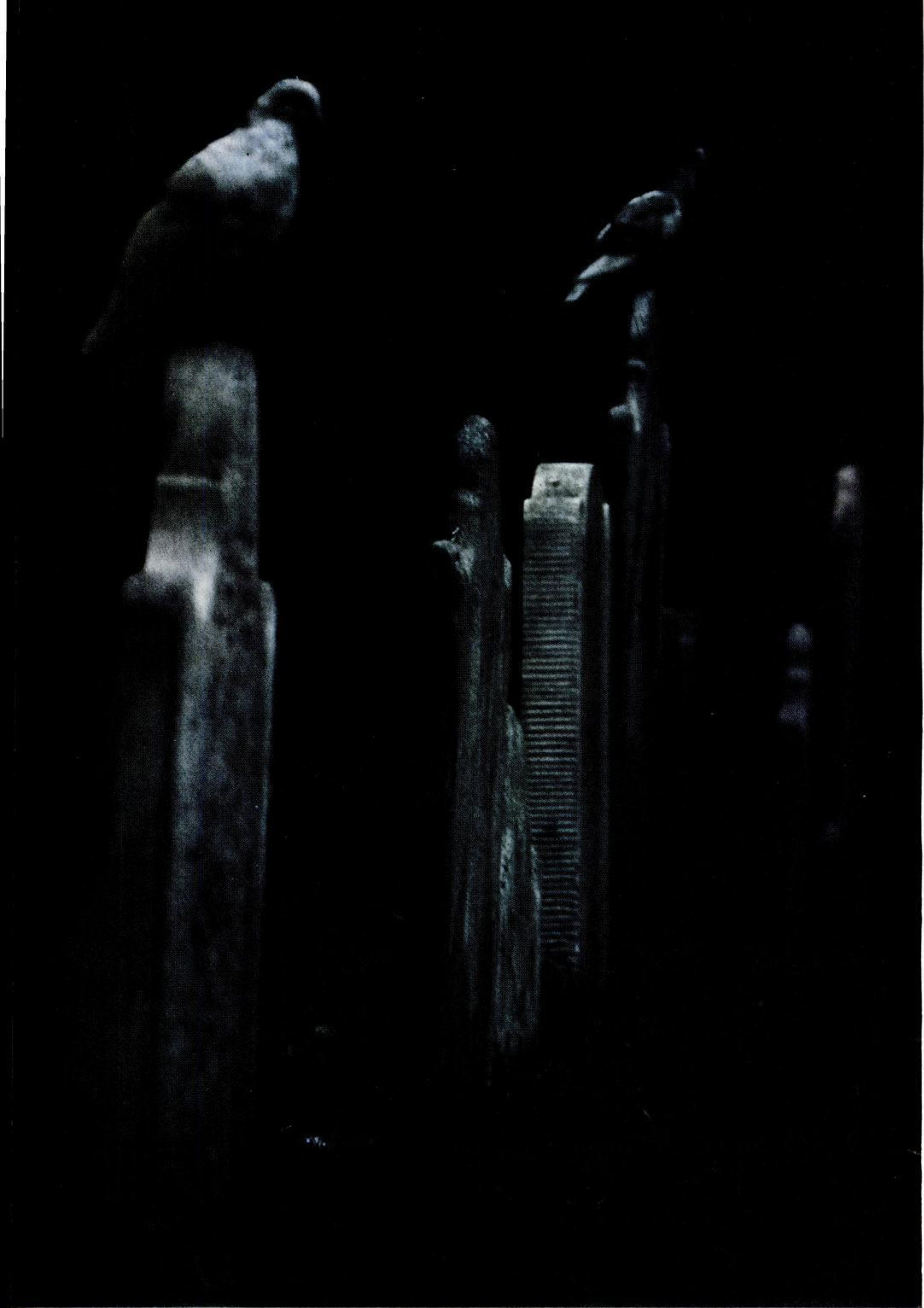
Wall Street buildings reflected in
a half-washed window seem airy
castles lost in a swirl of clouds



Staring telescopes stand guard
like primitive fetishes along the
rim of the park at the Battery

Waiting for his driver on the
Lower East Side, a patient horse
drowns in the shadow of his van





*In the shadowy twilight, silent pigeons take up their watch
atop the weatherworn gravestones of Trinity churchyard*



A splash of oil in a pavement puddle creates a halo to glorify the shadow of a pedestrian hurrying by



Below the arched walls of the Columbus Avenue Armory, workmen prepare to load Jaguars onto the platform of a trailer truck



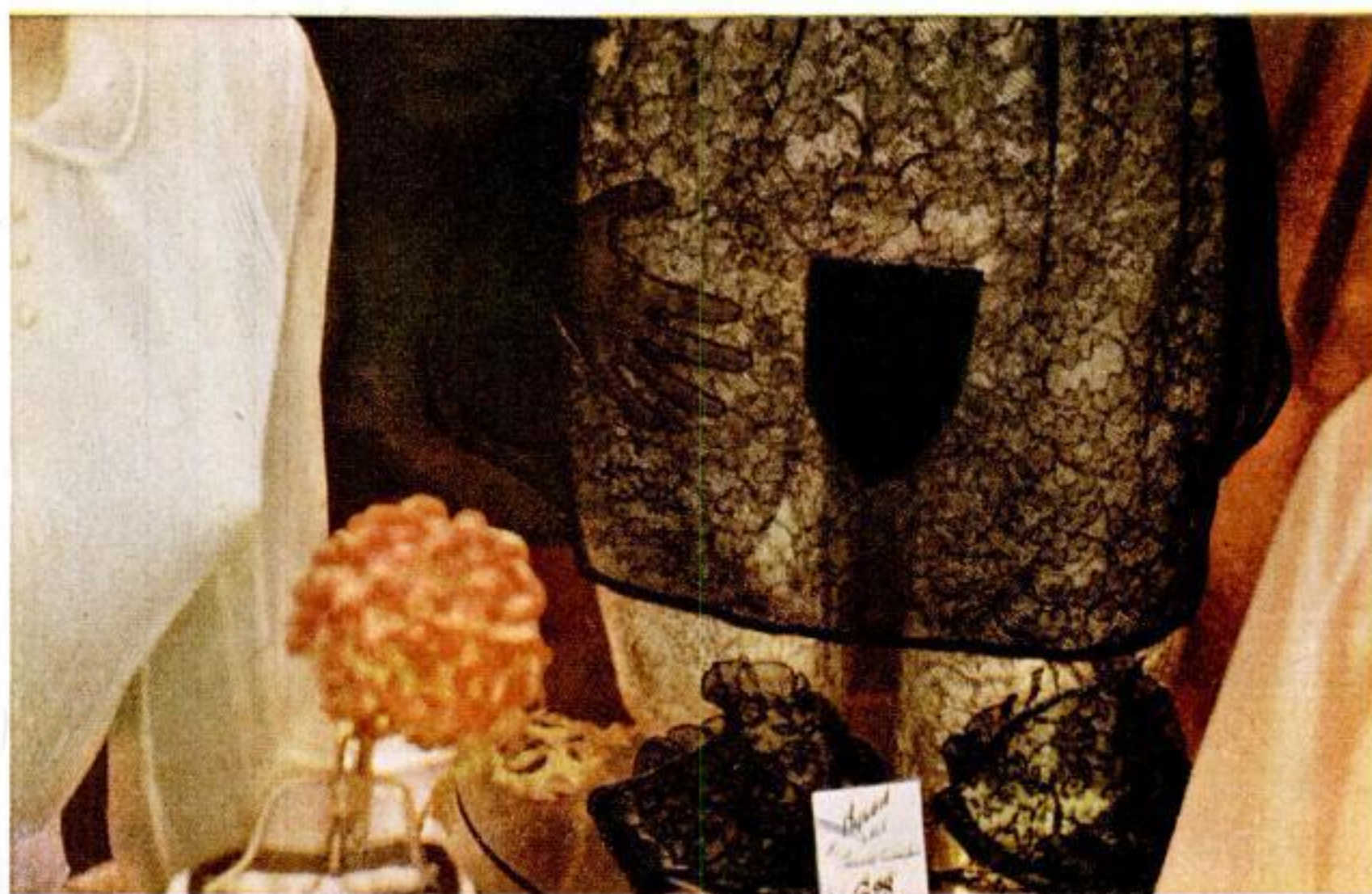
Amid the rush of cars, horses and carriages of a bygone era keep a foothold on 59th Street and wait for customers of leisure



Manhattan skyscrapers thrust neat spires above the crumpled chassis of an archaic car settling to rest in a Brooklyn junkyard



Dark mirror of a curved
store front catches
Broadway's slithering colors



Against a sunburst of color,
a Broadway sign painter prepares
his paints for the day's work

A seductive still life of lacy
lingerie nestles in a store window
not far from Times Square



*Mirrored in the Lever House walls, the tiered buildings of
Park Avenue create a city within a gleaming glass cage*



Ranged in rows in a carpenter shop window, some gabled
birdhouses merge their miniature structures with a reflected skyscraper



*A final glow of sun illumines the tower of the Hotel Pierre
and sends a radiant image across the lake in Central Park*

IN NEXT WEEK'S ISSUE: PART II OF NEW YORK BY HAAS



TRAPEZE WHICH FOUR CHILDREN MADE IN HOUR IS STURDY ENOUGH FOR ACROBATICS. IT CAN BE KNOCKED DOWN TO MAKE ANOTHER ENGROSSING PLAYTHING

Backyard Boon

NEW TOY LETS CHILDREN BUILD 300 OBJECTS FOR OUTDOOR PLAY

Since backyard play equipment is so expensive, most families are resigned to having their children trail in and out of the house every 10 minutes complaining that there is nothing to do outdoors. Now a new building toy has been designed which makes it possible for any parent who can operate a saw, or get a local carpenter to work at reasonable prices, to equip his backyard with an inexhaustible supply of playthings. The basic parts of the toy are seven large and seven small triangles and six wheels. These can all be cut from a \$10 4×8-foot sheet of 5/8-inch plywood. Complete

instructions for making the toy are available free from the Muir Manufacturing Company, Mill Valley, Calif. To help in the project the children themselves can paint the triangles and wheels in bright colors. Dowels and pegs slip through holes in the triangles to make construction work easy. In a two-week experiment with the toy, a group of children aged 4 to 12 in Mill Valley stayed out whole afternoons at a time to build ladders, planes, circus wagons (*following pages*), automobiles, wheelbarrows and over 300 other objects with unflagging enthusiasm.

QUICK NEW RICE DISH

For Scrumptious School Day Nourishment

Rice 'n Franks

Comet Rice Dinner-On-A-Stick

Cut 12 frankfurters into quarters; 8 slices bacon into 6 pieces, place alternately on skewers. Combine 1 cup chili sauce, 2 tablespoons brown sugar, 3 tablespoons vinegar, 3 drops Worcestershire, and 3 slices onion in saucepan; simmer 5 minutes. Cover franks with half the sauce; broil 7 minutes under moderate heat, turn, spread with remainder and broil 7 minutes more. Serve over 4 cups cooked Comet Rice combined with 3 tablespoons butter or margarine, 1 cup cooked peas, 2 tablespoons diced pimiento. Makes 6 servings.



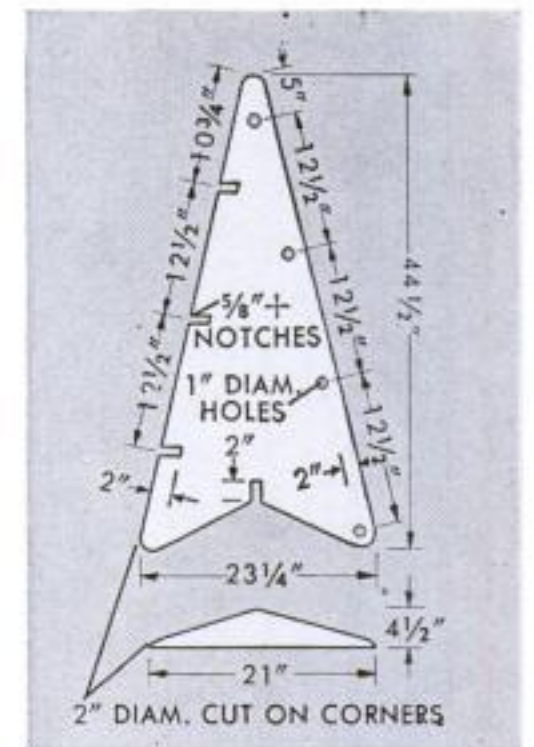
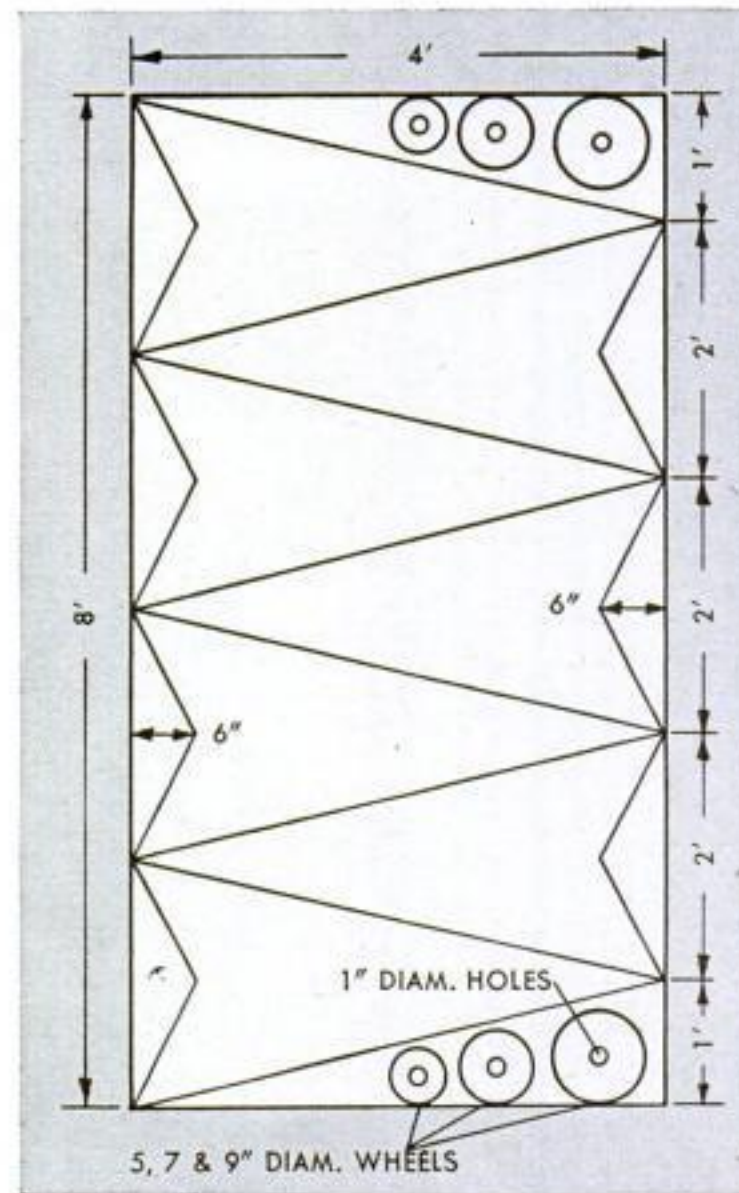
COMET RICE MILLS, HOUSTON, TEXAS

Pick up a package of Comet Rice and "Franks" today!

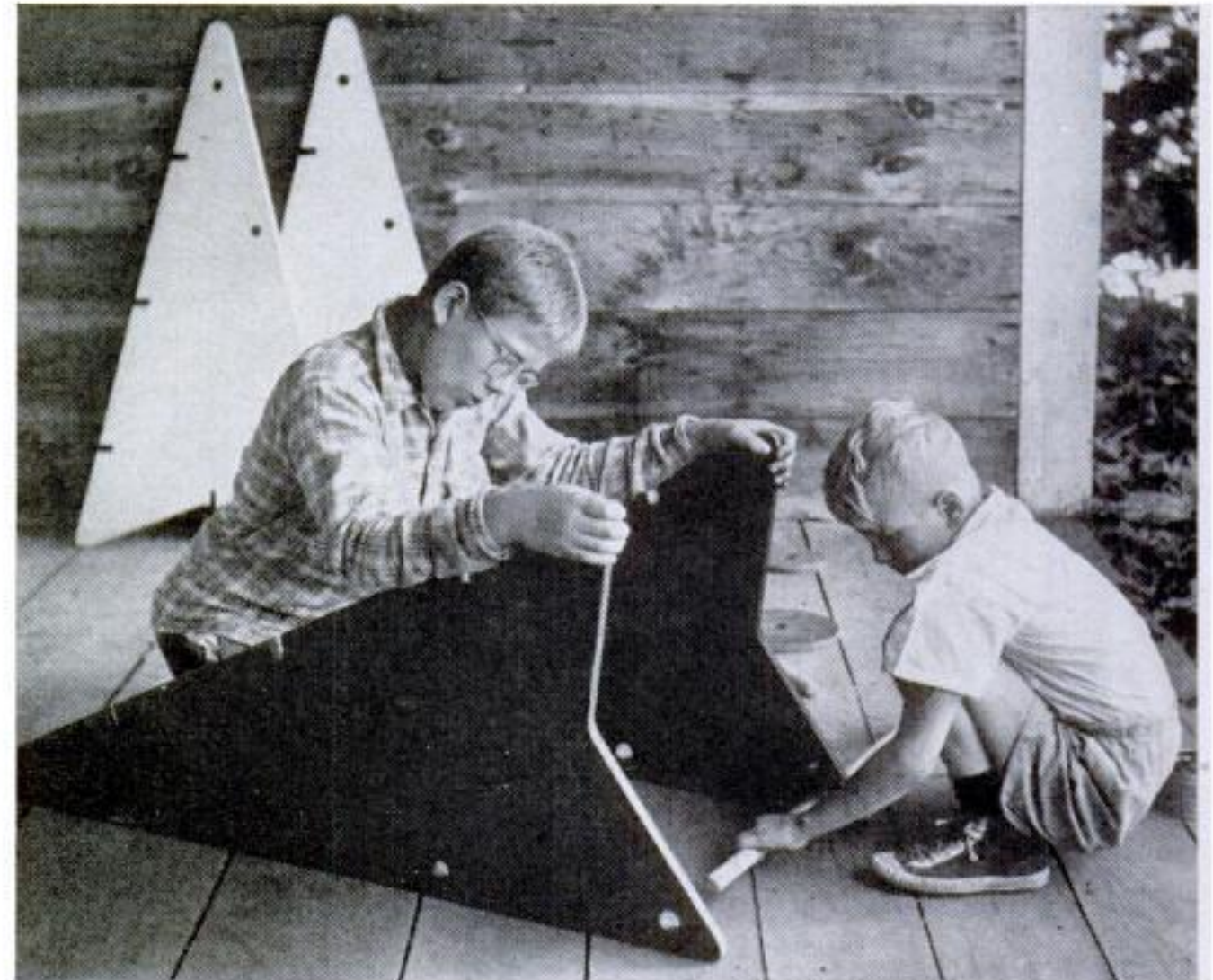
COMET RICE
Quick Cooking

From package to serving dish in 14 minutes

BACKYARD BOON CONTINUED



DRAWING at left shows how 14 triangles, six wheels are cut from one plywood sheet. Diagram above shows a large triangle with rounded corners, holes drilled on one side and slots cut in other for fitting them together. Small triangles form braces.



BUILDING CIRCUS WAGON takes 30 minutes. Instructions for this and 11 other playthings come with plans. Children invent designs from there on.



FINISHING CIRCUS WAGON, boys fit slots of large triangle across small triangles which brace wagon. Dowels, from any lumber yard, go through holes.

CONTINUED ON PAGE 128

Amazing the way they wear and

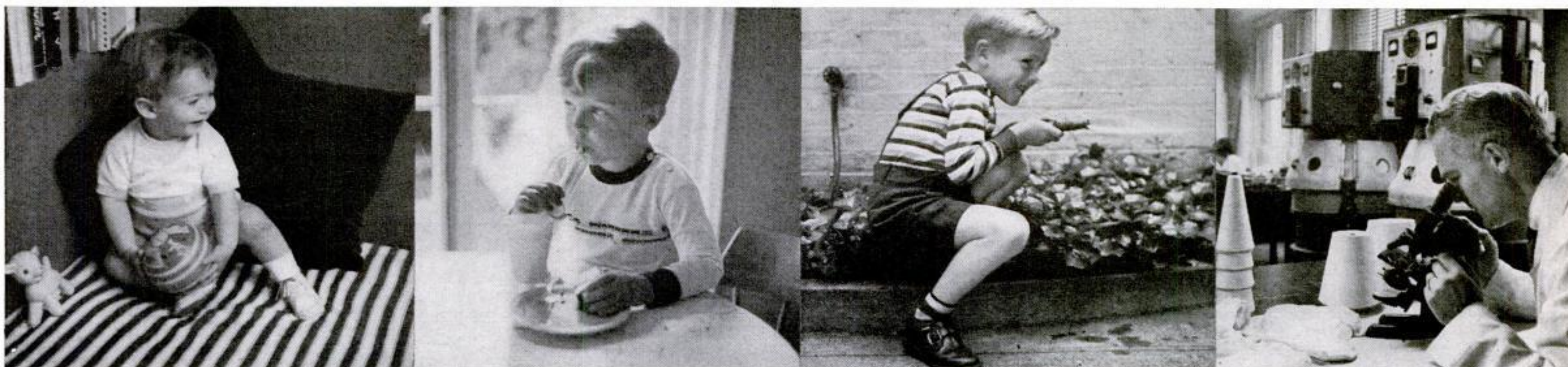
wash

look and feel...keep their shape...



children's knits made of *Durene**...the quality cotton yarn

*T. M. REG. U. S. PAT. OFF. DURENE ASSOCIATION OF AMERICA, 350 FIFTH AVE., N. Y.



Everyday overalls and creepers are something special when they're knitted of combed, mercerized Durene cotton yarn. They keep their shape through day-in, day-out dunkings—stay smooth as cream without ironing!

Durene is in a class by itself when it comes to polo shirts. This firm yet resilient yarn resists shrinking and stretching, takes merciless small-boy treatment, and still gives any garment that trim, bright, just-bought look!

Anything knitted of cotton—from underwear to shirts to socks, from head to toe—is a more healthful, handsomer, better buy when it's made of Durene yarn. That's why millions of mothers swear by Durene!

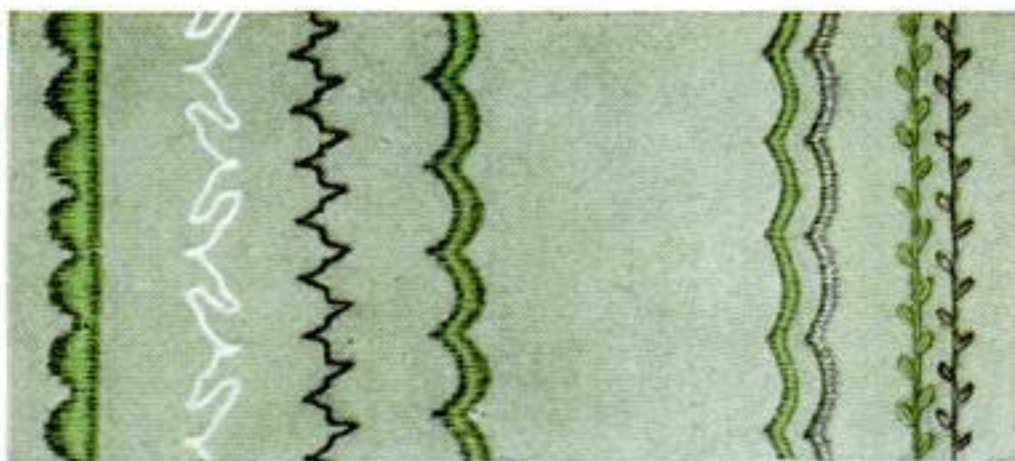
Every cotton knit labeled "Durene Yarn" is subject to the Durene Quality Control Plan from yarn to finished garment. *Always* look for the label—featured by hundreds of makers of knitted cotton garments!

pick your stitch and drop it in

it's as easy as playing a record!



No attachments to screw on . . . no dials to turn! Just choose the right Magic Disc, drop it in, and Elna's Magic Brain turns out exquisite stitching. Even if you've never sewn before, you can make beautiful clothes from start to finish on the remarkable new Elna Portable!



There's a Magic Disc for every kind of stitch . . . including hundreds of embroidery stitches, some never possible before! The new Elna sews an unbreakable stitch for knit fabrics, embroiders with two needles in two colors at once, sews forward, back, straight, zigzag.



Portable case turns into full-size worktable for slipcovers, draperies, coats. Slide away the worktable—and Elna's free arm is ready for darning socks, for sleeves and tubular fabrics. For a free demonstration visit one of the 2000 Necchi-Elna dealers. Parts always available. Factory performance guarantee with every machine.



Without attachments the Elna sews on buttons, makes buttonholes, monograms, appliques. Saves you time, trouble, money.



Free! Sewing book in full color, crammed with sewing ideas plus more facts about Elna. Send for it today!

©1953



THE NEW
ELNA

PORTABLE

FOR FREE BOOKLET, WRITE DEPT. B, ELNA SEWING MACHINE CO., INC.,
164 West 25th St., New York 1, N. Y. or 515 West Webster St., Chicago 14, Ill. or 3780 South Hill St., Los Angeles 7, Cal.

BACKYARD BOON CONTINUED

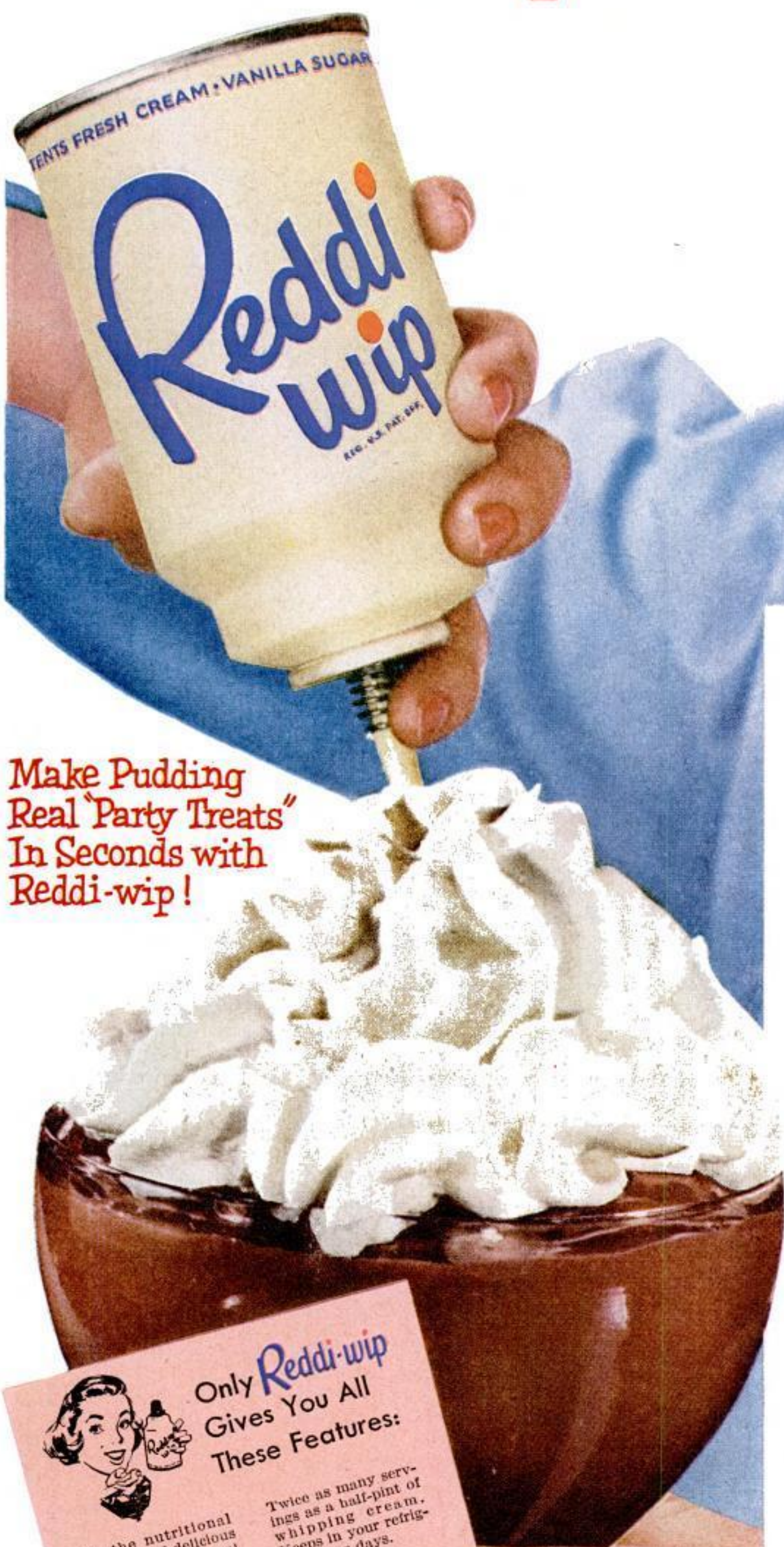


AIRPLANE is brought to safe landing by a young pilot. It may be trundled about and the technicalities that keep it from flying do not bother children.



LADDER, one of the easiest things to construct, gives children safe place to climb and exercise. Push the ladder over and add wheels and it becomes a tank.

I Buy CREAM an Amazing New Way...



Make Pudding
Real "Party Treats"
In Seconds with
Reddi-wip!



Only Reddi-wip
Gives You All
These Features:

All the nutritional
benefits and delicious
flavor of fresh, real
cream—no vegetable
fats or oils.

Flavored "just-
right." Purity-pro-
tected with Tamper-
Proof Lock Tab—
never a "cooked" or
"canned" taste.

Twice as many serv-
ings as a half-pint of
whipping cream.
Keeps in your refrig-
erator for days.

Whips itself at a
finger's touch! America's
No. 1 Glamorizer for
all your desserts,
salads and cereals.

It's Reddi-wip and Look What It Does



Sensational on Strawberries



Glamorizes Cakes



Glorifies Gelatins

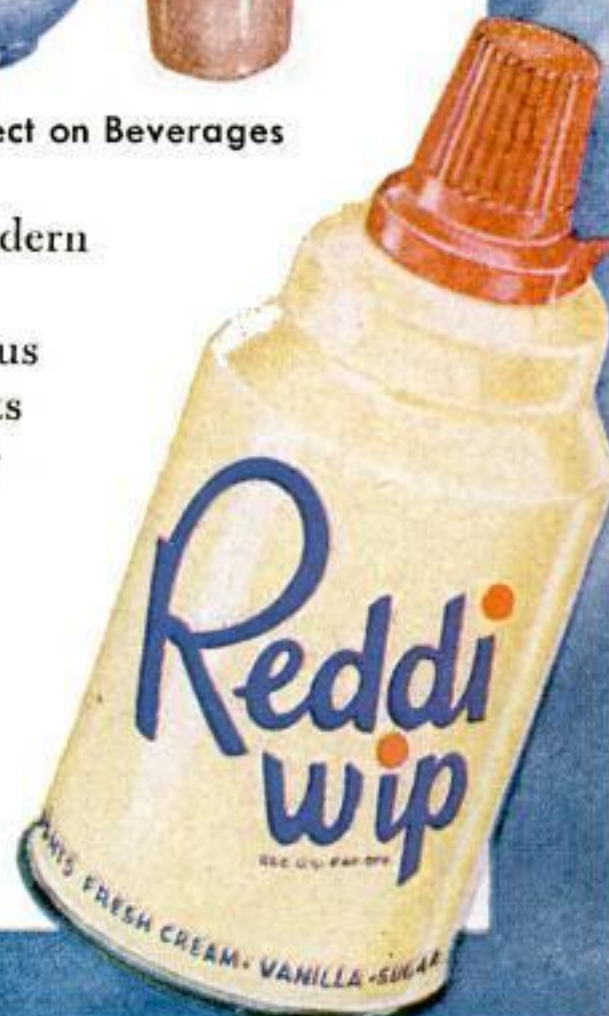


Perfect on Beverages

"My whole family loves fresh, real cream this new modern way. And how Reddi-wip saves me time, work and money. At a finger's touch I get fresh cream in luscious swirls. Just the right consistency to glorify my desserts and salads. Reddi-wip saves me money, too...actually costs less than 2¢ a serving."

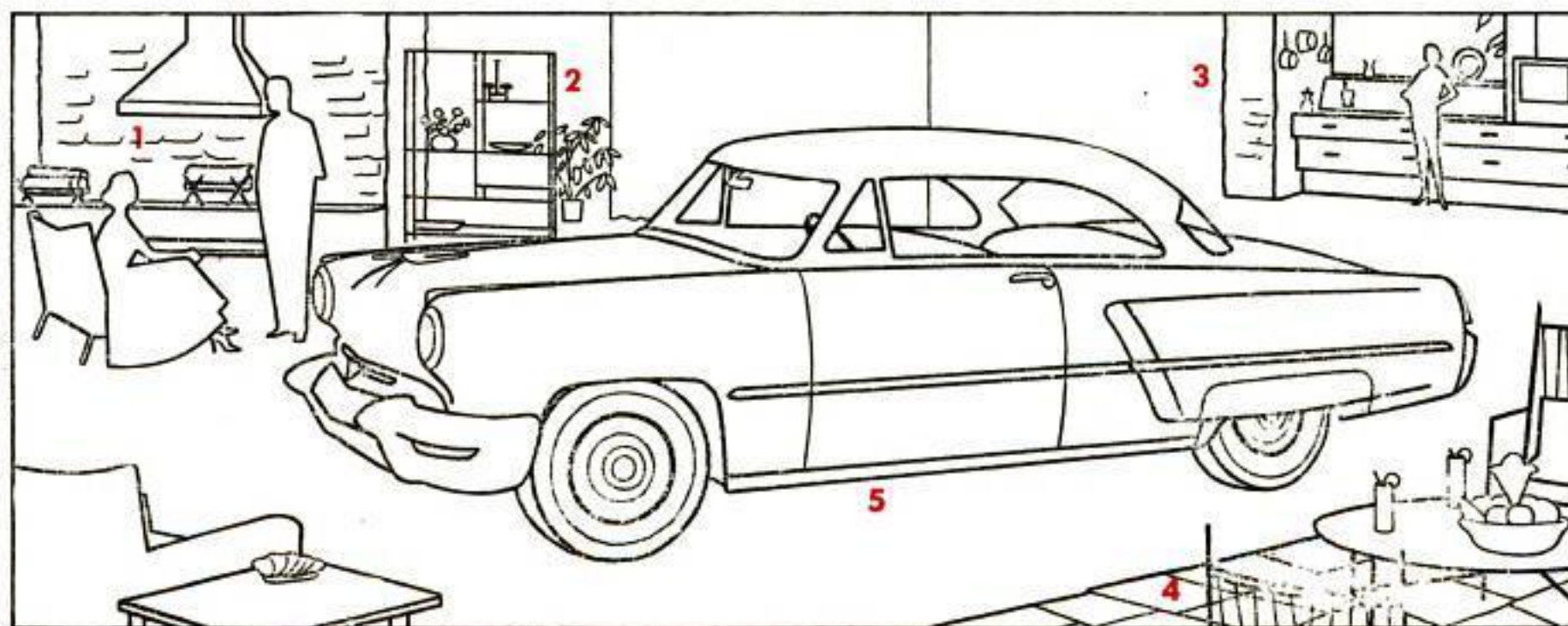
Start using Reddi-wip today! See if you don't agree that everything tastes and looks twice as good with this *new* way of using cream. Get Reddi-wip from your grocer or milkman today.

Reddi-wip® designates the fresh cream product of Reddi-wip, Inc. and its authorized processors throughout the United States and Canada. © R. W. Inc.



LATEST REPORT ON MODERN LIVING

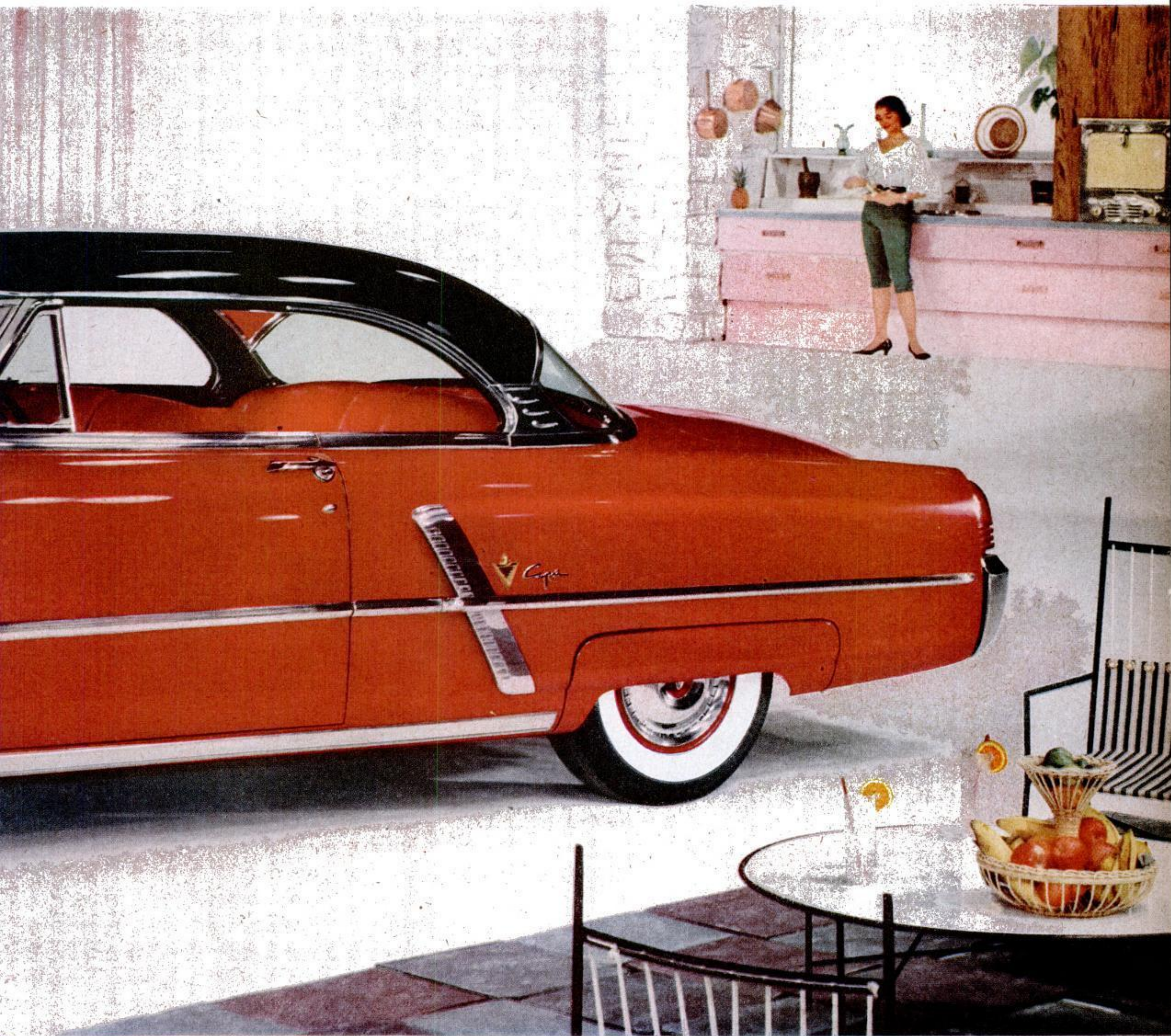
THE CAR THAT'S DESIGNED



Lincoln's now-famous design was inspired by such dramatic new modern living designs as these: **1.** Beautifully functional open fireplace. **2.** Room divider with clean straight lines. **3.** New colorful kitchen arrangement. **4.** The airy beauty of Paul McCobb's chairs. Superb example of the Lincoln line: **5.** The striking Lincoln Capri Custom Coupe, complete with 205 horsepower overhead valve V-8 engine, Hydra-Matic Drive and optional power steering, power brakes, 4-way power seat, sea-tint glass, and white sidewall tires.

HERE is no mass of bulging fenders and showy glitter. Here in the magnificent new Lincoln are the straightforward lines of today's ground-hugging homes—the huge glass walls, the push-but-

LIKE THE NEW-DAY HOMES



Power steering, 4-way power seat, power brakes, sea-tint glass, white side-wall tires optional at extra cost.

ton conveniences, yes, even the dramatic interiors.

Come see the vivid leathers that can be yours, even in four door sedans. Come see the quiet dignity of deep-colored nylons, the dramatic beauty of fabrics that are fashioned to be lived with.

And — come try the newest automotive conveniences. The 4-way power seat which moves back and forth at the touch of one button — and up and down at the touch of another. The push-button windows that can also be yours on all models. The power brakes that bring you to safe, sure stops with a toe-touch. The power steering that responds to a finger-touch, even when parking.

Above all, try Lincoln's 205 horsepower V-8

engine, premium product of the world's largest builders of V-8's. It is the same engine which helped Lincoln win first place among fine cars in the Mobilgas Economy Run — plus the first four places among stock cars in the Mexican Pan-American Road Race. With this power plant — with dual-range Hydra-Matic Drive — and with Lincoln's exclusive ball-joint front suspension — you get performance unsurpassed among fine cars.

You're invited to see the new Lincoln Cosmopolitan or Capri — to try either one — to discover the car designed like the new-day homes. Your nearby Lincoln dealer extends this invitation.

LINCOLN DIVISION • FORD MOTOR COMPANY

LINCOLN

THE ONE FINE CAR DESIGNED
FOR MODERN LIVING—COMPLETELY
POWERED FOR MODERN DRIVING

Crowning Achievement of
Ford Motor Company's 50th Anniversary
"50 Years Forward on the American Road"



Lay the tile that's worth your while...

Genuine Inlaid Linoleum Tile

Here's why it pays to get Gold Seal Linoleum Tile:

It's flexible — gives with the normal movement of wood floors. (Hard, brittle tiles may crack and shatter.)

It's grease-resistant — takes hot grease spatters without softening. (Hard, brittle tiles may pit or smear.)

It's easy to install — precision-cut, trims with scissors. (Hard, brittle tiles must be heated to cut them.)

It's restful and beautiful — has the warm, inviting look of home, not the hard, cold look of a factory.

And it's the only linoleum tile that comes with a built-in lining felt for direct application — the only linoleum tile that guarantees satisfaction or your money back. Yet Gold Seal Linoleum Tile costs only about **19¢** per 9" x 9" tile.



On the floor: red "Jackstraw" and yellow "Fashion Floor" tile; on the wall: "Redline" Congowall; on the counter: red VinylTop.



See how pretty a practical kitchen can be! Here color-flecked "Jackstraw" combines with "Fashion-Floor" for a floor that's easy to clean, a joy to live with. And not the least of the charm of this kitchen is the Gold Seal Congowall® on the walls. It looks like tile, feels like tile, cleans like tile, yet costs only about **13¢** sq. ft. It's quick and easy to install, never needs refinishing, comes in 39 patterns. For all these wonderful products, find the name of your nearest Gold Seal dealer in your classified phone book. Whether you just want advice or an expert, professional installation, he's the man to see!



Special! For Ranch-type homes! Gold Seal Ranchtile is the only genuine inlaid linoleum tile developed, proved and guaranteed for professional installation over on-grade concrete floors, with or without radiant heating. Costs about **20¢** per 9" x 9" tile.

**GOLD
SEAL**
TRADE-MARK ®



FLOORS and WALLS

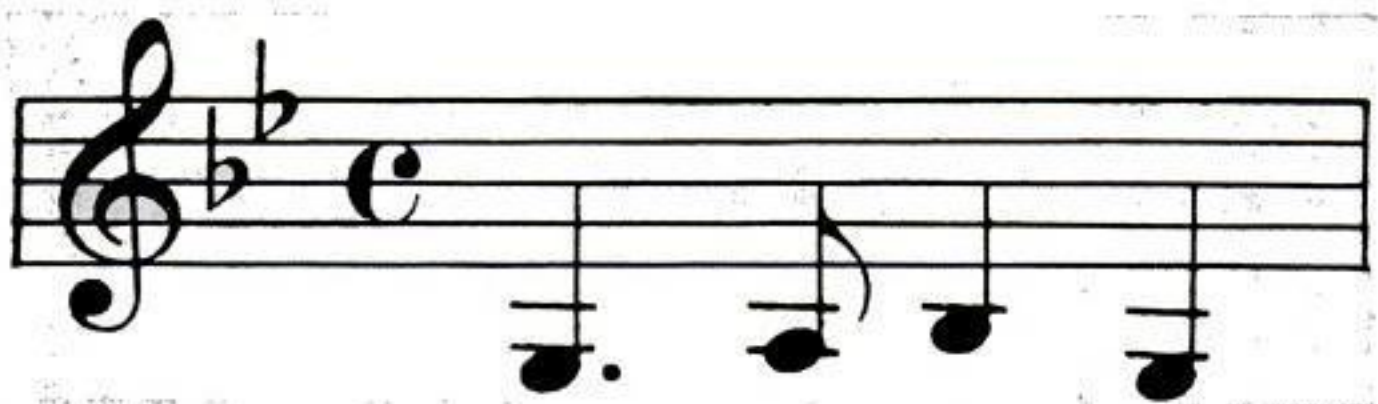
CONGOLEUM-NAIRN INC., KEARNY, N. J. © 1953

Joe Friday is a tough cop
with a kind, soft voice . . .



Sergeant Friday is a big city detective, the hero of *Dragnet* (NBC-TV), which began as a radio show four years ago and in the last year has become one of the most popular cops-and-robbers programs on television. *Dragnet's* tense realism is partly traceable to the fact that its plots are based on actual cases in the files of the Los Angeles police department, partly to the understatement of Actor Jack Webb (above) who plays Joe Friday. Friday is a sympathetic soul who rarely screams, hollers, or musses people up. His crime-solving methods are as unspectacular and sound as his manner and voice are quiet.

. . . He has a scary theme . . .



The four emphatic notes which open every *Dragnet* show, composed by Walter Schumann in 1949, have become one of the best-known themes on the air. A few weeks ago Bandleader Ray Anthony had an arrangement of the scary theme made and recorded it for Capitol Records. A blaring, wordless piece, his *Dragnet* record proved the most exciting noise to come out of Tin Pan Alley since *Come On-a My House*, and 400,000 copies have been sold in five weeks.

. . . The four notes expand
into mayhem. See next page

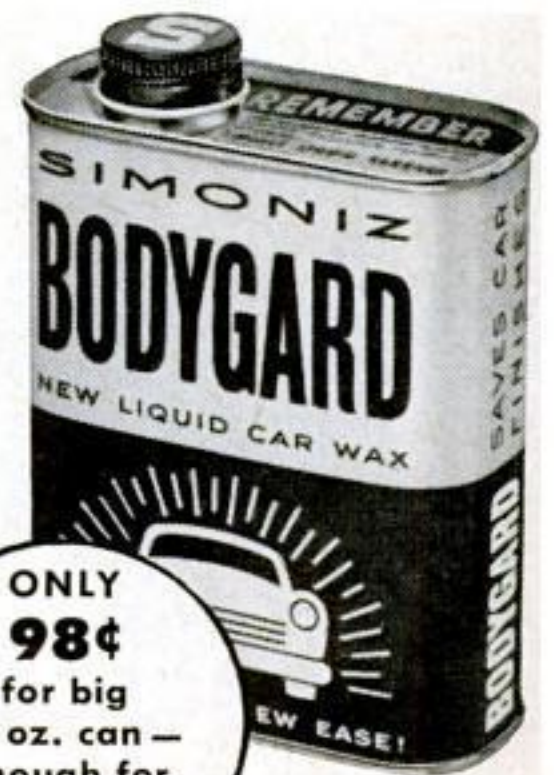
COPYRIGHT 1953 BY SCHUMANN MUSIC CO.



Now! Showroom Shine with Simoniz BODYGARD *new liquid car wax!*

In Minutes...Without Rubbing you can now get a durable SHOWROOM SHINE with BODYGARD, the new liquid car wax by SIMONIZ. No more hours of hard work. Yet BODYGARD gives the kind of shine you see in new car showrooms. And this mirror-like shine stands up through all kinds of weather—lasts for months. In fact, BODYGARD outlasts any liquid wax you can buy.

There's a big difference between BODYGARD and ordinary liquid car waxes, because only BODYGARD has the "Simoniz Secret." That's why it shines brighter, protects longer, goes on smoother—without streaking or smearing. Protect *your* car for months with this tough wax surface. Get Simoniz BODYGARD today!



ONLY
98¢
for big
12 oz. can—
enough for
2 car waxings

How to get a "SHOWROOM SHINE"

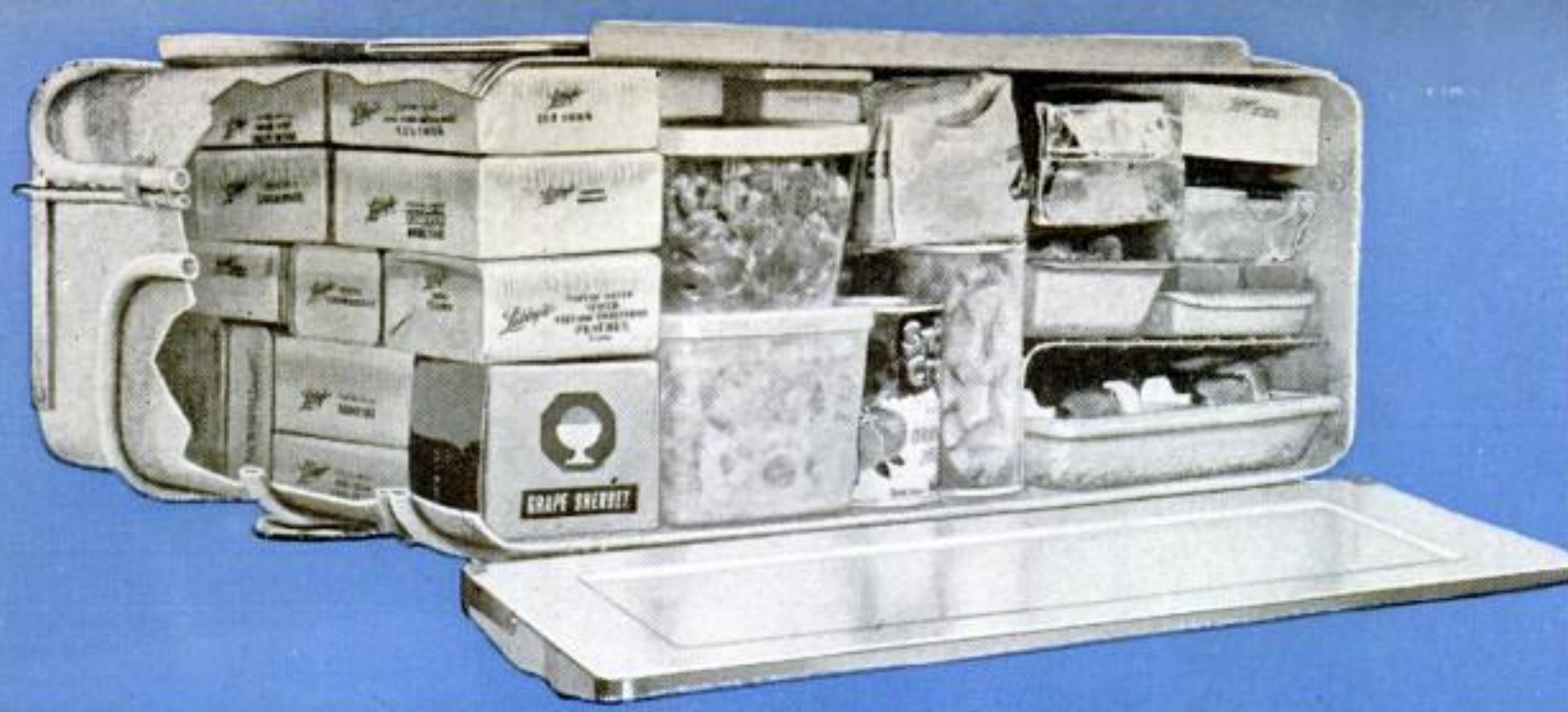


1. No matter what wax you use—you must **CLEAN** your car first—otherwise dirt and stains will show through. For best results always use SIMONIZ LIQUID KLEENER, the world's largest selling cleaner. It makes a perfect base for BODYGARD.



2. Just spread on BODYGARD—let it dry—wipe it off. In minutes your car gets a real **SHOWROOM SHINE** that lasts—actually seals out rain, dirt, dust and mud. And the mirror-like protective lustre will last longer, too!

Copyright 1953 by Simoniz Company



Beauty with a brain...defrosts
itself but not the foods!



NORGE JET SELF-D-FROST REFRIGERATOR

Forget defrosting forever! This beautiful Norge remembers to defrost for you... does it so fast that even ice cream stays brick-solid in the big full-width freezer chest. And because the freezer compartment is *all aluminum* and *fully enclosed*, there's less frost, quicker freezing, and less chance of exchanging food flavors.

Storage to suit you! As-you-like-it arrangements are easy in this new Norge. Shelves move up, down, in or out. There's a full-width Crisper, roast-deep Meat Saver, space for a case of tall bottles. *Extra* room in the door for eggs, fruit, bottles... plus a 4-temperature Butter Bank. Model 1116—mate for the Norge Freezer shown on the opposite page—\$399.95. Other models as low as \$199.95.



NORGE

The
value-line
of home
appliances

Merchandise Mart, Chicago 54 • Addison Industries, Toronto

'Dragnet' CONTINUED

... TRUMPETERS BLARE THE THEME



TOOTING HIS OWN HORN playing *Dragnet* theme on Chesterfield show (CBS-TV), Ray Anthony accompanies a pantomime of gunplay which leaves



A "DRAGNET" **DEATH WIGGLE** is done by dancer while dramatizing the theme on *Toast of the Town* (CBS-TV). The theme has also inspired a new

AS GIRLS DROP DEAD ALL OVER TV



upended girl dangling from dragnet. Played incessantly on air, the theme is also heard on streets where stalled motorists mimic it with their horns.



kids' "knock-knock" joke. "Knock! Knock! . . . Who's there? . . . Don! . . . Don who? . . . (then, in rhythm of the first four notes) Don-don-don-don!"



**Keeps whole meals handy
until you want them!**



NORGE *KITCHEN-UPRIGHT* FREEZER

Handy as a pantry! A really *roomy* freezer that fits right in your kitchen. And it matches the Norge Refrigerator shown opposite to complete your Food-Saver Team. Frozen foods, even complete meals ready to heat and eat . . . now they're just steps away from your dinner table! No juggling, no doubling over to find what you want. Twin roll-out baskets and removable 5-position Adjust-A-Shelf accommodate any size food package.

Freezes foods fast! Norge's unique Jet-Freeze Shelves give you ample freezing capacity . . . *both* sides are quick-freezing surfaces. And their open design keeps temperatures uniform *everywhere* in the freezer. Dial the temperature you want . . . eye-level thermostat automatically holds it . . . down to 52° *below* freezing. Model 1125, illustrated, with 5-Year Warranty on both mechanism and foods—\$429.95. Other models from \$349.95.

*The
value-line
of home
appliances*

NORGE

Merchandise Mart, Chicago 54 • Addison Industries, Toronto



Make them answer these...

3

Easy Action Swivel-Top
CLEANS ALL OVER FROM 1 POSITION

Exclusive
Attach-O-Matic
CLIP-ON TOOLS!

Tools always where you want them,
when you want them!
No other cleaner has this convenience!



For light-hearted, easier housekeeping, you can make no better investment than a good electric cleaner. Several are available today. But why not get the most for your dollars? The most in work-saving features, at a new, low, money-saving price. Eureka brings you everything you look for in a cleaner—plus many exclusive advantages—yet leaves an extra \$20 to \$30 in your pocket. Your Eureka dealer will gladly demonstrate the new Roto-Matic in your home. Do call him soon!

Eureka Division, Eureka Williams Corporation, Bloomington, Illinois In Canada: Onward Manufacturing Co., Ltd., Kitchener, Ontario

IMAGINE! ONLY
\$69.95
Complete with de luxe tools

Questions

before you buy any vacuum cleaner!

1.

DOES IT HAVE
A SWIVEL-TOP?



Suction adjusts at finger touch! Cleans your draperies, delicate fabrics without pulling! You control the suction with a simple twist! A lot or a little—as you want it!

2.

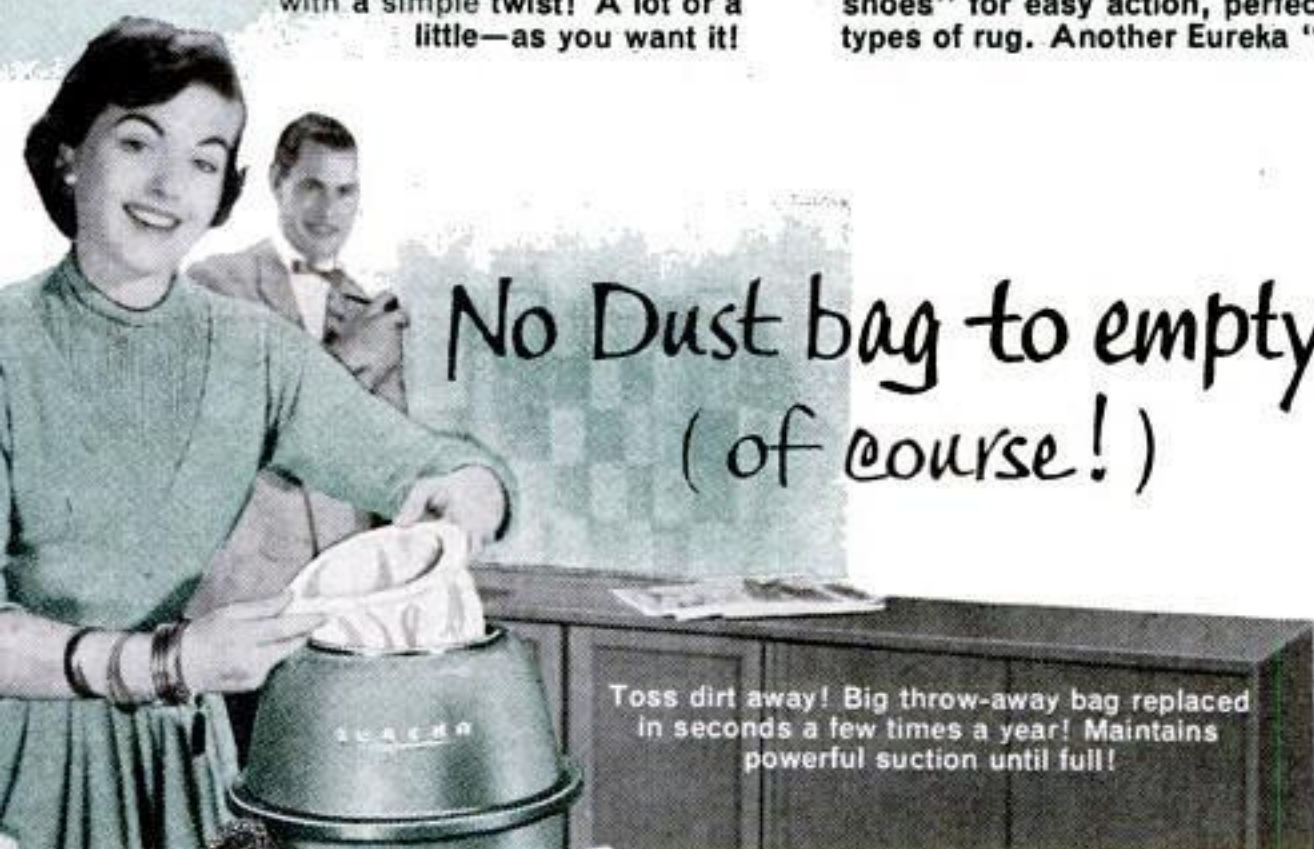
DOES IT HAVE
ATTACH-O-MATIC
CLIP-ON TOOLS?



Banish dog hairs, stubborn lint, embedded dirt! Amazing new Eureka No. 60 Rug Nozzle with full floating brush gets 'em fast! Raised "glider shoes" for easy action, perfect cleaning on all types of rug. Another Eureka "exclusive"!

3.

WHY SHOULD I PAY
\$20 TO \$30 MORE
THAN I WOULD
FOR THE EUREKA
ROTO-MATIC?



No Dust bag to empty
(of course!)

Toss dirt away! Big throw-away bag replaced in seconds a few times a year! Maintains powerful suction until full!



De luxe 8-piece set of attachments includes a cleaning tool for every imaginable house cleaning use. Super-efficient Upholstery Nozzle plus long, narrow Crevice Tool keep furniture almost hospital clean!



"Whisper" quiet—no vibration! Extra power motor mounted in live rubber to smother noise and vibration. No annoyance to the sleeping baby, the cranky neighbor . . . no loud whine or whistle to jar your nerves!

You Save \$20 to \$30 with

EUREKA

Roto-Matic

EASY ACTION
SWIVEL-TOP
CLEANER

All our vacuum cleaner questions are answered
beautifully by the new EUREKA Roto-Matic!



EUREKA DIVISION
EUREKA WILLIAMS CORP., BLOOMINGTON, ILL.

YES:

I am interested in the sensational new low priced Eureka Roto-Matic Cleaner. Please mail me copy of your beautifully illustrated 16-page booklet, "Why We Must Keep Our Homes Clean."

NAME _____

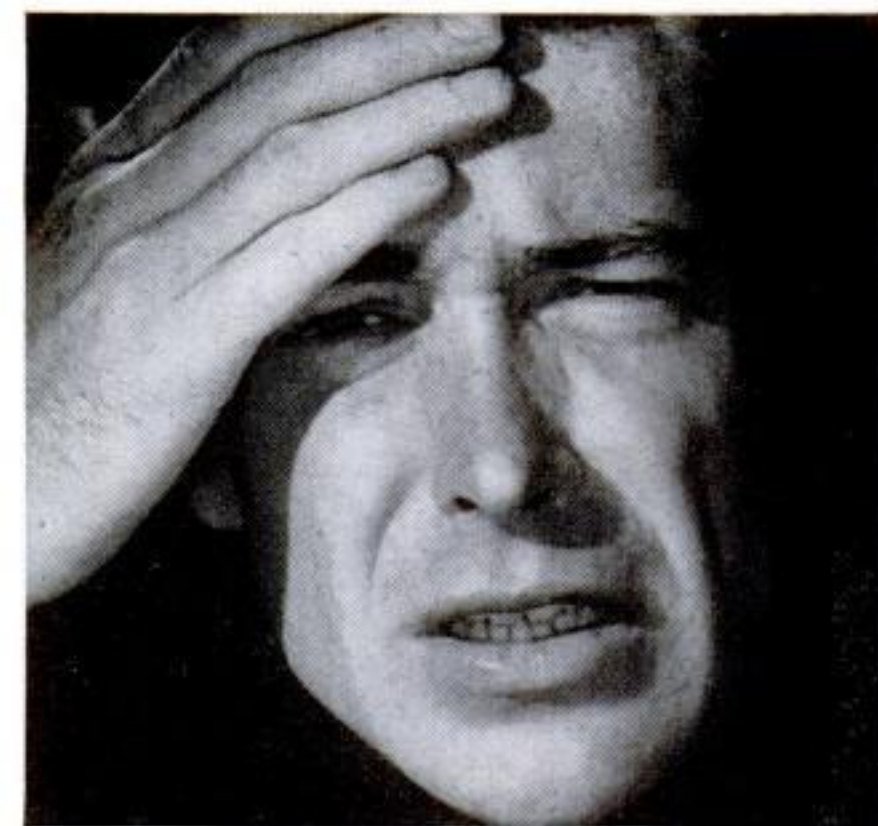
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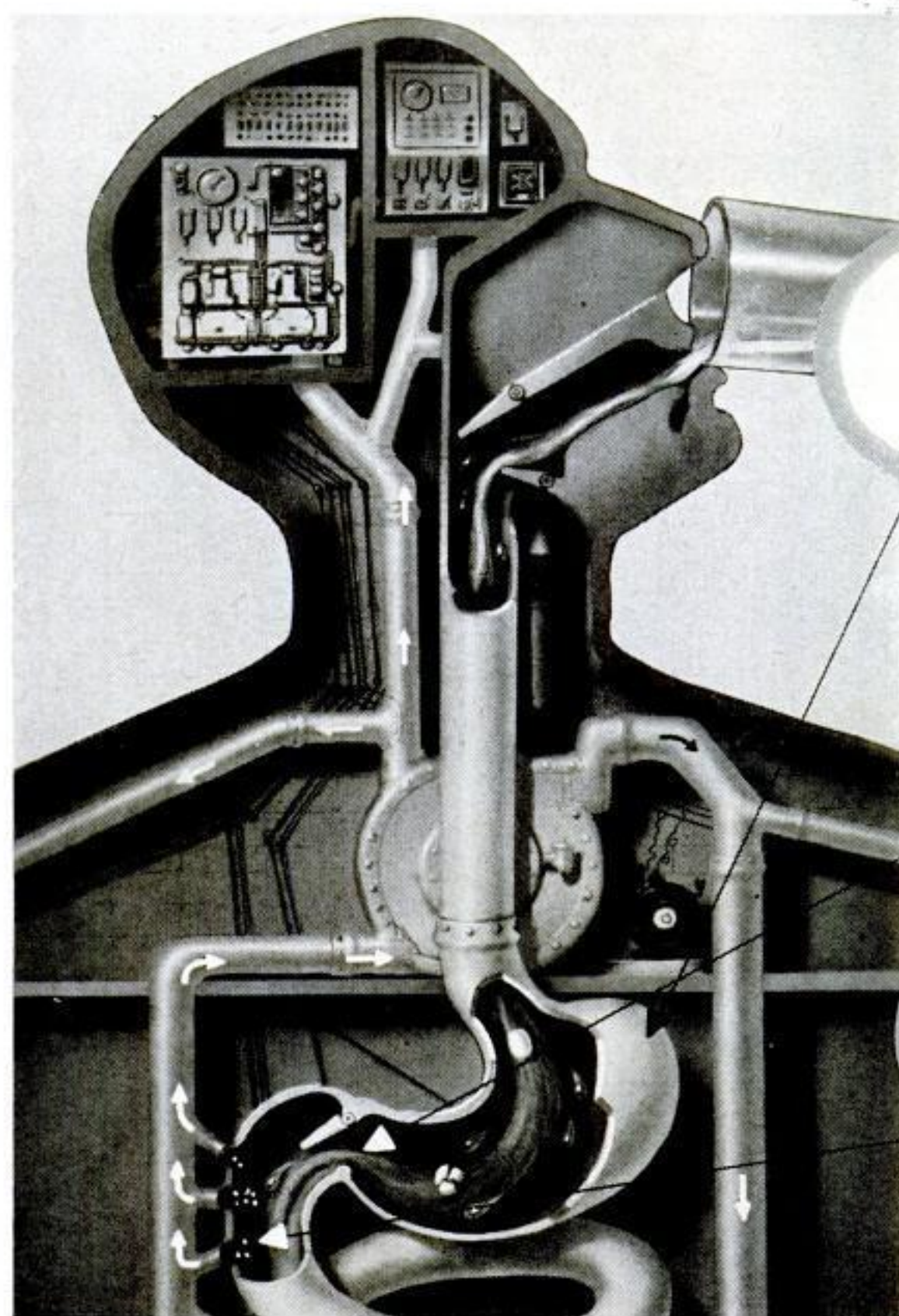
For Faster Pain Relief!

BUFFERIN[®]



acts twice as fast as aspirin!

Won't upset your stomach, even safer than aspirin



here's why

1 Before any product can relieve pain, the pain-relieving ingredient must get out of the stomach and into the blood stream.

2 Being antacid, Bufferin opens the trap door of the stomach, gets the pain-relieving ingredient into the blood stream twice as fast as aspirin!

3 That's why Bufferin relieves your pain twice as fast as aspirin; doesn't upset the stomach!

because Bufferin combines aspirin with two highly effective antacid ingredients which actually *protect* your stomach from aspirin irritation. So for really *fast* pain relief, *twice as fast* as aspirin—for really *safe* pain relief, even *safer* than aspirin—get the modern pain reliever—Bufferin!

Clinical studies prove that people who took Bufferin had more of the pain-relieving ingredient *actually in the blood stream* in *ten minutes* than those who took aspirin had in *twenty minutes*! That's why it acts *twice as fast* as aspirin to relieve pain.

For headaches, neuralgia and ordinary muscular aches and pains, get Bufferin at your favorite drug counter.



If you suffer from pain of arthritis or rheumatism, ask your physician about Bufferin



PAWNSHOP is a tiny, cluttered store on Pittsburgh's Federal Street at corner of Cajou Way. Diamonds and jewelry in windows are all inexpensive.

'A REGULAR ROOSTING PLACE'



HARRY DUTCH, DURING 32 YEARS AS A PAWNBROKER, HAS HEARD EVERY SAD TALE KNOWN TO MAN

A pawnshop is a bank, a retail store and a clinic, but, please, nobody should hock a bass fiddle

by **ROBERT WALLACE**

A HUSKY young man, about 18, and a girl no older than 17 were standing outside the pawnshop looking at the goods in the window. The girl carried a little black suitcase, the young man a paper bag which contained something small and heavy.

Their eyes had a peculiarly empty look. They were staring at the rings and watches but did not seem to see them. Once the young man glanced anxiously into the shop as though looking for someone he knew. Then, finally, he entered and the girl followed.

Harry Dutch walked up behind the counter to wait on them. After a long, low conversation he filled out two purchase slips, gave the young man five dollars and walked back into the office in the rear.

"There's one for you," Dutch said when the couple had gone out. "Newlyweds, they say they are, from Canada. They're stuck in Pittsburgh, they want money to get back home, so they want to sell something. Look what they sell." He held up a small electric drill and a brand-new set of end wrenches. "When you got married, you carried an electric drill in your suitcase, hm? I don't know, maybe they're robbing a hardware store. But I won't press the buzzer on them unless I'm sure. I got to figure they own the drill. If they stole it, we'll hear about it."

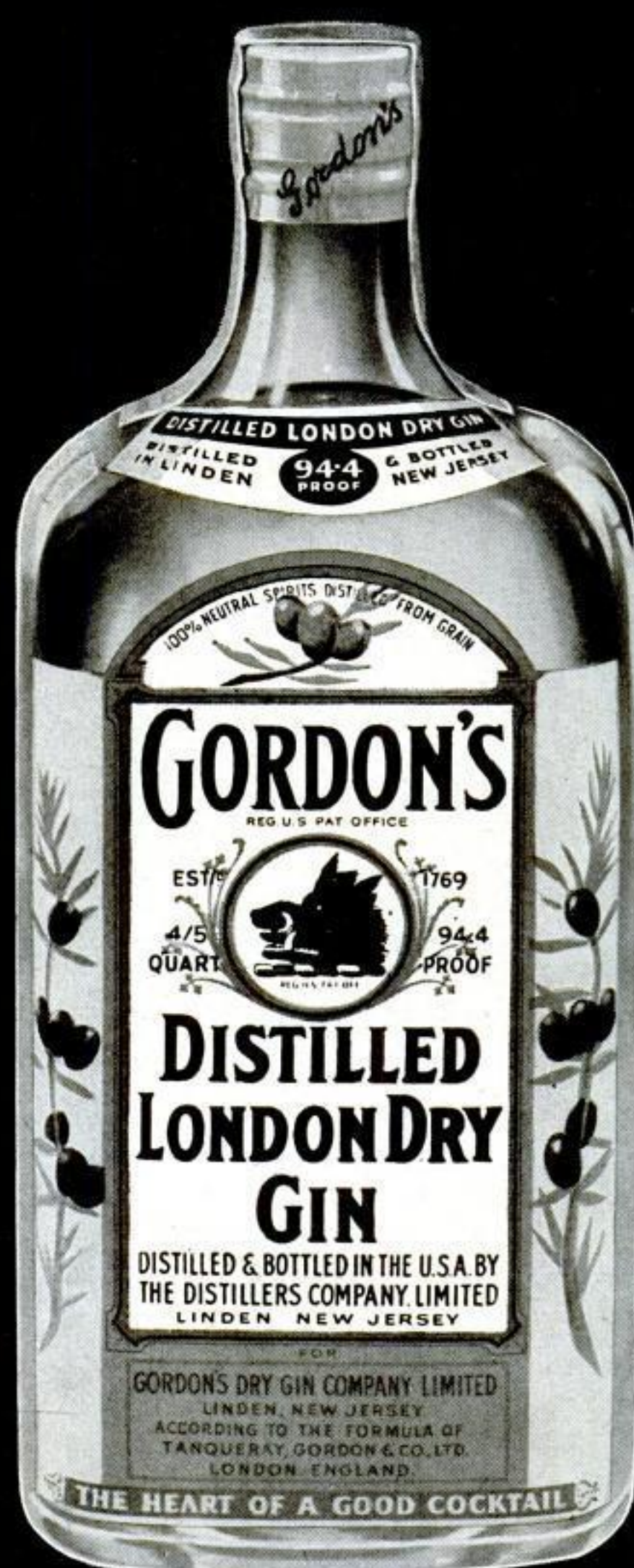
Dutch sighed and shook his head. "You should stick around, you'll see some funny things in here. You think a pawnbroker is a fence or some other kind of a crook or he has a heart like a rock. A pawnbroker is usually very honest and his heart is a lot bigger than some of these other people."

Dutch's place, the Security Loan Company, stands on the corner of Federal Street and Cajou Way in the North Side of Pittsburgh. The

district was once respectable and crowded but now, as Dutch says, "You could shoot a cannon down the street and hit nobody." Over the whole area hangs the faint sweet-and-sour smell of time and cheap wine, mingled with whiffs of coal smoke and diesel fumes from the nearby Allegheny River. The only exceptional thing about the pawnshop is its connection, purely coincidental, with a popular song that appeared a year ago—"There's a pawnshop on the corner in Pittsburgh, Pennsylvania." It is a pawnshop and it is on a corner, but the man who wrote the song had never heard of the place when he wrote it and has not seen it yet. Still, many passers-by think it is The Pawnshop. "They come in here all the time from Wisconsin and other places out of town, and they have got to have their picture taken in the doorway under the sign, but it is all a coincidence."

The inside of the shop, the retail-store part of it, is about 25x15 feet in size. There are three glass counters along one side. The first contains about 100 watches, almost all secondhand; the second is full of rings and miscellaneous jewelry, crucifixes on chains, earrings and pins; the third is full of cheap pen knives, tie clips and badges reading "Constable," "Private Watchman" and so on. On the opposite wall there are glass-doored cabinets full of cameras, clocks, binoculars, musical instruments and guns. The gun cabinet also contains a foot-high pile of blackjacks, new and used.

At the rear of the retail store, separated from it by a thin partition containing an iron-grilled door and an open window with a broad shelf for a sill, is Dutch's office, the pawnshop section. There are three big steel safes in the office—they take up so much room that there remains only enough space for a desk and two small chairs. In



*there's no gin
like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF (94.4)
DRINKS NEVER TASTE THIN WITH GORDON'S GIN

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.



OLD CUSTOMER Joe Cataldo, an ex-boxer, makes his living running errands and selling jewelry on commission.

ROOSTING PLACE CONTINUED

the safes, on top of them, under them, in the corners, in the desk drawers and on the windowsill there is an incredible clutter of pawned articles, packed so closely together that a man could do \$100 worth of damage with a loud sneeze.

"We got no more space. I got a horror of somebody coming in here to hock a bass fiddle. I can't even—so if you'll excuse me, here's a customer."

A slightly built man with a big toothy grin like a jack-o'-lantern came into the pawnshop carrying a paper bag. Without a word he took an electric iron from the bag, put it on the counter and raised two fingers. Dutch gave him two dollars, filled out a pawn slip and gave it to the man to sign. He signed and left.

"He's a regular," Dutch said. "Almost every week he comes in on a Tuesday with the iron and he gets it out on a Saturday. The thing is, his wife uses the iron on Monday. She puts it in the closet and then he sneaks it out and hocks it. On Saturday he sneaks it back and she never misses it. She could beat him up; she's a big woman. On a loan like that, it's less than \$5, I get 25¢ interest for the first month. On big loans it's a straight 3% a month, that's 36% a year. I got about \$17,000 out on loan all the time and I turn over about \$70,000 a year. Right away I can see you figuring, what is 36% of \$70,000 a year and already I'm a millionaire. You think."

The first thing Harry Dutch does when he gets to his pawnshop in the morning is to take the good merchandise out of the safes and put it in the windows and showcases. The cheap stuff, the banjos, guitars, tools and elks' teeth, has been lying in the windows all night. No one has ever broken the glass in the windows to steal anything. The glass has been broken only once in 32 years, and that by accident. Dutch's sole employe, Herman Robinson, or Robby, was handling a gun someone had brought in to pawn, and he asked, "Is it loaded?" The man said, "No, of course," so Robby pulled the trigger, and of course, BOOM!

After the merchandise is laid out, Dutch presses a button under the counter. The wire goes down the street to the police station, and the buzz lets the cops know Dutch is open for business. If he presses it again during the day, a squad car will arrive in two minutes.

"I was never held up," Dutch says. "In a district like this, it used to be called Little Canada and I am telling you it was tough. There were 23 sporting houses inside of two blocks of this place at one time. Nobody ever bothered us. Why? Well, we're here since the 21st of June, 1921, and we always treated everybody right. There's only one way to be, and that's to be decent, a gentleman. A couple of times I heard the shop was picked to be knocked off. It was by out-of-towners, guys who might be hiding out here. But then some friend of ours, somebody we treated right, would go around to them and say, 'Look, John, I don't know you and you

CONTINUED ON PAGE 143



Speed Kings Win With Mobiloil

**For 3 Straight Years, Auto Racing's
Top Drivers have Insisted
on this Top Engine Protection!**

Supreme driving skill, plus the finest engine performance, race after race — that's what it takes to be crowned AAA National Champion.

Each of these men scored highest in the last three years' top AAA races . . . against the nation's best drivers . . . and each chose Mobiloil for unsurpassed engine performance.

Why accept less for your car? Mobiloil's new super detergent action drastically reduces engine wear . . . greatly improves fuel and oil economy. Insist on Mobiloil!

**THE SUPER
DETERGENT
OIL**



**THE OIL THAT
DRASTICALLY
REDUCES
ENGINE WEAR**



**THE OIL THAT
SAVES OIL**



**THE WORLD'S
LARGEST
SELLER**

1950

Henry Banks

1951

Tony Bettenhausen

1952

Chuck Stevenson

At Muenchen



Mobiloil—Under API Classification, recommended "For Services ML, MM, MS, DG."

Mobiloil

Ask for it at Service Stations, Car Dealers and Garages!

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FOR 50 YEARS—THE GREATEST NAME IN MOTOR OIL

Taste Libby's

quick-packed in Hawaii

Freshest tasting pineapple juice ever...

it's **quick-packed** in Hawaii when
the pineapples are full-ripe and running
with juice on **Libby's** own Hawaiian plantations



Libby, McNeill & Libby, Honolulu, Hawaii

don't know me, but if you don't want to get dead, leave Harry Dutch alone."

The air in the pawnshop is very still and dusty. On the partition between shop and office hangs a small sign, "For when the One Great Scorer Comes to write against your name He writes not that you won or lost but how you played the game. Shapleigh Hardware Company, St. Louis."

"Oh, boy," Dutch said. "Here comes one, like I told you, you wouldn't believe."

The door opened and a small brown man came in, walking very slowly and carefully, as though a lot of his bones had been broken and glued together, and he was waiting for the glue to harden. It took him 30 seconds to walk from the door to where Dutch was standing. "I sold it," he said. "I sold it for \$13."

"For \$13," Dutch said. "There's no profit in that."

"I walked all over," the small man said unhappily. "I had a lot of trouble."

"Well, you give me \$11, and keep the \$2 for expenses."

The man smiled at Dutch. His face at one time had been terribly smashed but had long since healed. One of his ears had been flattened against the side of his head and the line of his jaw was irregular and lumpy. "I won't forget," he said, and moved like a sleep-walker back to the door and out.

"Well," Dutch said when he had gone, "as you would think, he was a boxer. I figure he's about 65 years old now, his name is Joe Cataldo. He quit fighting a long time back, sometime around 1915. Now he hasn't got a nickel, but he's too proud to go on relief or bum anything off anybody. What he does, he comes in here and borrows a piece of merchandise, takes it around town and tries to sell it. If he makes a few bucks, that's fine with me. I would trust him with anything I've got."

The hungry watches

DID I ever lose money? Ha. I make a loan for about one third of what I think the article is good for, what I could sell it for retail, and I still lose a lot of the time. You take watches. I don't like to take in watches, but what have I got? 500 watches. You got to feed them all the time. By feeding them, I mean wind them and keep them running, maybe clean or oil them or something. That's a big overhead. You don't feed them and they dry up and quit running for good. Or you take a busted watch, it'll run for five minutes and then stop. A guy will stand outside the shop pounding his watch to get it going, and then he runs in here, hocks it, and runs out. Five minutes later it's dead. I got to pay to have it fixed.

"No, I don't get stuck so much when I take in something stolen. Everything I take in, I have to fill out a card on it and turn it in to the police pawn division every night. If they spot a stolen thing, they're down here in two minutes. Usually the guy it was stolen from is reasonable. He pays to get it out of pawn. He don't have to, but the cops, well, they explain it to him. They don't want me to take a loss."

"Sometimes the cops come down here even when something's not stolen, the card just looks screwy. A while ago I filled out a card, the amount loaned was \$2. The pledge, the security for the loan, was \$192 in U.S. currency. In the morning Mulvihill from the pawn division calls up right away, what the hell kind of a loan is this? Well, it's simple. The guy has some money, maybe he has \$200, and he wants to go out and get drunk. So he hocks \$192, he shouldn't spend it, and when he sobers up he comes back and gets it. And then there's a lot of people don't trust banks, they trust me. I've got in the safe envelopes with 20 or 30 bucks in cash or coins people are paying me to hold for them. They pay me interest when they could get interest from a bank. You wouldn't believe it."

Dutch smiled and wearily shrugged his shoulders. He is a short, stocky man, 62 years old, with a serene and very kind face. His eyes—he wears glasses—are bright and his glance appraising and sharp but without a trace of hostility. His hands are heavily scarred. "You're looking at my hands. I had a terrible accident when I was a kid. I was chasing a ball in the street, five years old I was, and I fell into a trough of lime some masons had. It got all over my hands and it got in my eyes. I was blinded. My mother picked me up and licked my eyes out with her tongue and saved them. She had holes in her tongue. The skin peeled off my hands seven times. My mother was a fine woman, I mean, she is. She's in her 80s and lives now in Florida."

The door of the pawnshop opened and suddenly the whole place was filled with the smell of muscatel wine. A legless man in an aluminum wheelchair maneuvered himself through the doorway and rolled down the aisle.

CONTINUED ON NEXT PAGE

Sundial Shoes

... comfort-crafted
to fit your footprint!



For all-occasion wear... in rich oxblood. Features two-eyelet tie, all-around welt.

You get support where you need it... freedom where you want it... in Sundials. They're crafted to follow the natural lines of your footprint.

You'll find Sundials so comfortable someone will have to tell you you're wearing shoes. And they will! You see, Sundials also have style your friends will talk about.

You'll Like
Sundial Prices, Too!
\$8⁹⁵ to \$14⁹⁵

At better independent stores

Sundial Shoes FOR MEN

comfort
crafted
to fit
your
footprint!

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COMPANY,
MANCHESTER, N. H.
DIVISION OF
INTERNATIONAL
SHOE COMPANY





Feed your dog like this Dash-fed champion!

Champion Prune's Own Yukon always seems to know when talk in the gun room centers on pheasants and quail and upland game hunting. This English Setter's tireless performance in the field is beautiful to watch. Dash plays an important part in maintaining his robust health. Your dog, too, will thrive on Dash. In Dash your dog receives liver—the richest of all meats—plus every other food factor he needs each day. And Dash supplies these vital ingredients in perfect balance. Only such a carefully planned diet can bring out the best in your dog. Why not feed Dash regularly? You'll discover how much an improved diet can help your dog's vitality, disposition and appearance!

Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors



A product of Armour and Company



A CHEERFUL CRIPPLE buys a gold cross. He gives the gold crosses to people who permit him to sell pencils and flowers in their establishments.

ROOSTING PLACE CONTINUED

"Look at him, he's drunk again," Dutch said cheerfully.

"I've been drunk every day for six years," the man said, "and I am certainly not going to stop now." He seemed angry but actually was joking. He was about 45, had a thick torso that had once been very muscular but was now soft and sagging. His legs were gone almost immediately below the hips. His face, hands, eyes and hair were all the same color, orange.

"O.K., if you want to know what goes on with me I'll tell you," the man said. "I got no reason not to. I am an Irishman and a war veteran. I didn't lose my legs in the war, I lost them in 1947 in Farrell, Pa. while I was studying to be a mechanic on the GI bill. Isn't that a hell of a thing, you get through the war without a scratch and lose your legs on the GI bill? What happened was I was going home from night school and I got hit by a train. I don't know how it happened, I swear I'll never know."

"The reason I drink muscatel is—well, I haven't got the money for whisky. Another problem I got is having my nose broken. I broke my nose at least six times in seven years. Look at it, the edge is like a saw blade."

The curse of kindness

HOW it happens, I'll be sitting in the chair on a street corner waiting to get across, and some kind-hearted s.o.b. will come up behind me to push me across the street. Before I can yell 'Tilt it back!' he'll shove me off the curb, and the chair falls over and I bust my nose in the gutter." The Irishman threw back his head and laughed. "It's good I'm not bitter," he said. "I'm not bitter and I don't hate anybody. I get a pension, \$129 a month, and I got a license from the city of Pittsburgh to peddle pencils and flowers. Right now I make about \$8 a day, but I'll hit \$20 easy pretty soon."

"He's smart," Dutch said. "Tell him about the gold crosses." The Irishman grinned. "I buy a lot of little gold crosses off of Dutch. I give them to my girls. Like the girl who takes the tickets at Loew's and the girls in the beer gardens and places around town, the waitresses. I give them each a gold cross, and they let me come around and make myself at home. I sell stuff and nobody kicks me out. I'm building up a trade. Let me look at the crosses, Harry."

While Dutch wrapped up the cross, the door opened and a stout, large-jowled man with glasses came in. "I run the best Grik restaurant in town," he said loudly in a heavy accent. "Today, special, roast a beef in a Grik style."

"How are you?" the Irishman said.

"Hokay."

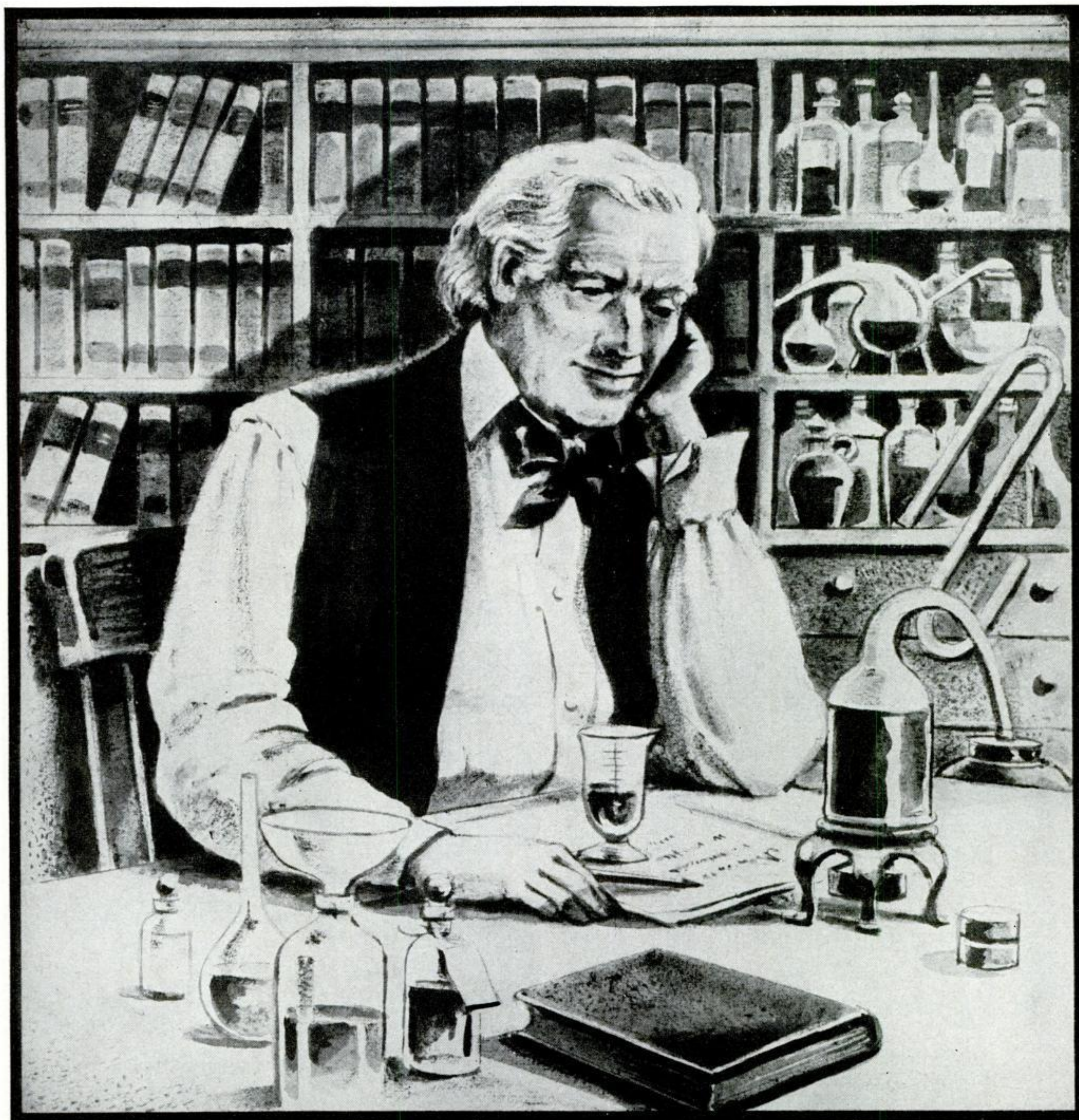
"Here's the cross," Dutch said. "Which girl will you give it to?"

The Greek's eyes popped. "Gorls?" he said. "You got gorls?"

"I got a dozen of them," the Irishman said. "They're always hanging around begging me for dates."

"Ow! Which river has got the biggest undertow, the Allegheny or the Monongahela? I will drown myself," the Greek said. "I can't get even a kewpie doll."

CONTINUED ON PAGE 147



AN ACCOMPLISHED RESEARCH CHEMIST and a graduate of Scotland's most famous medical school, Dr. James Crow, more than a

century ago, revolutionized the making of Kentucky whiskey by originating and producing the famous straight bourbon that still bears his name.

JAMES CROW

The fabulous story of the man whose Old Crow
bourbon put Kentucky whiskey on the map

Back in the Eighteen Thirties, America's greatest orator, Daniel Webster, tasted a certain Kentucky bourbon and declaimed, "The finest whiskey in the world."

This is the story of that whiskey and the man for whom it was named—James Crow, the father of modern Kentucky distilling and The Old Crow Distillery Co., Frankfort, Ky.

IT happened more than a century ago, but people still remember James Crow and the trouble he started down in Woodford County—trouble that changed the history of Kentucky and Kentucky whiskey. Ask them in Frankfort or Louisville or Boonesboro, and they'll be glad to tell you about it.

First, though, you ought to know something about Kentucky whiskey. It goes back to the flaming days of the American Revolution, and

even then it was the tastiest, mellowest whiskey in the world. At least it was that way most of the time. Sometimes, of course, the batch didn't turn out quite right. But that was only sometimes, and you didn't ask questions. Not unless you were James Crow!

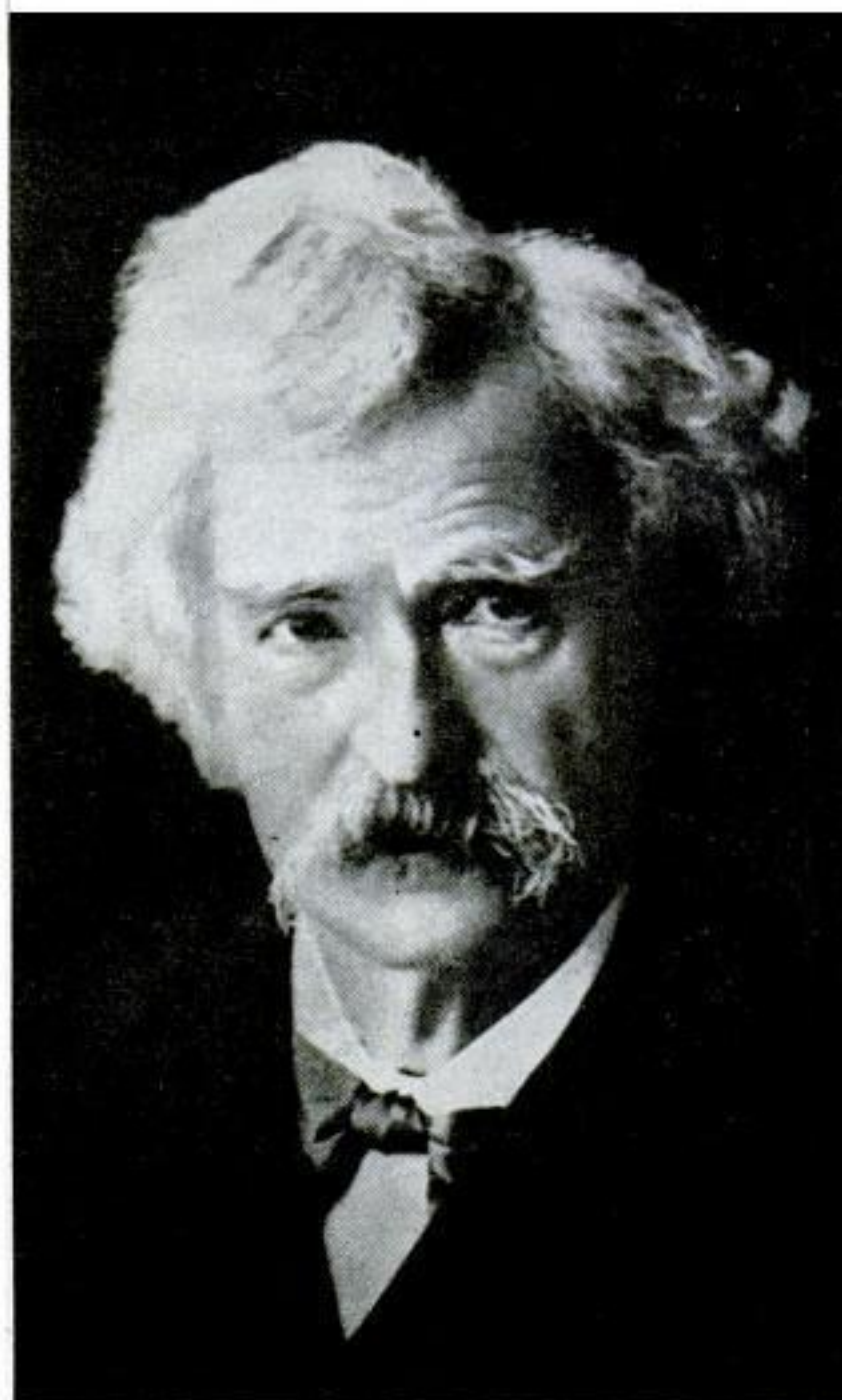
He came to Woodford County in 1825. A practicing physician, he was a big man with a Scottish burr and a whole trunkful of chemical paraphernalia—mortars and retorts and a little brass scale

OLD CROW DISTILLERY ADVERTISEMENT CONTINUED ON NEXT PAGE

Advertisement



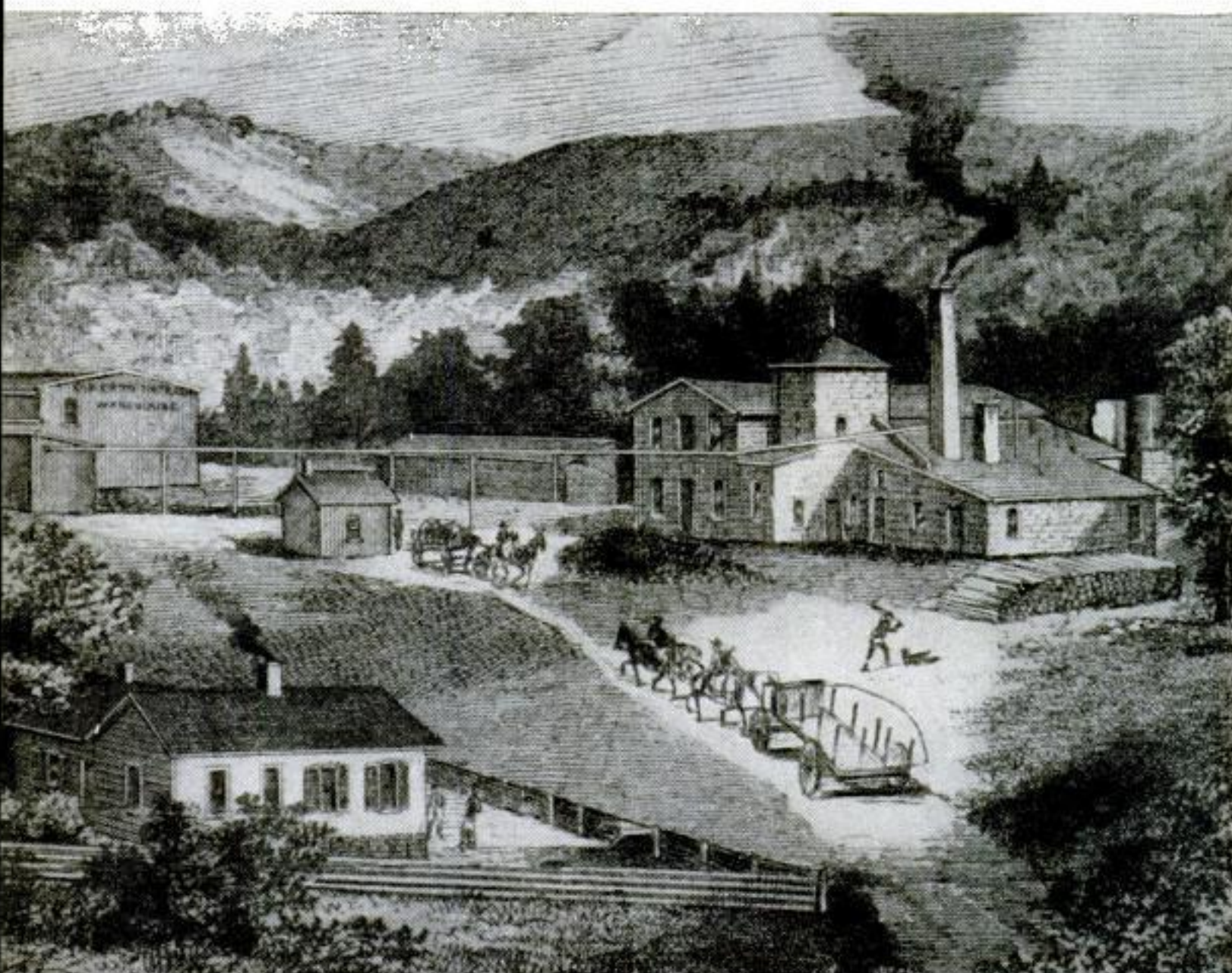
OLD CROW EMPLOYEES—Shortly after the Civil War these twenty-seven men produced the greatest name in bourbon from the original formula Dr. Crow had developed at Glenn's Creek, Kentucky, thirty years before.



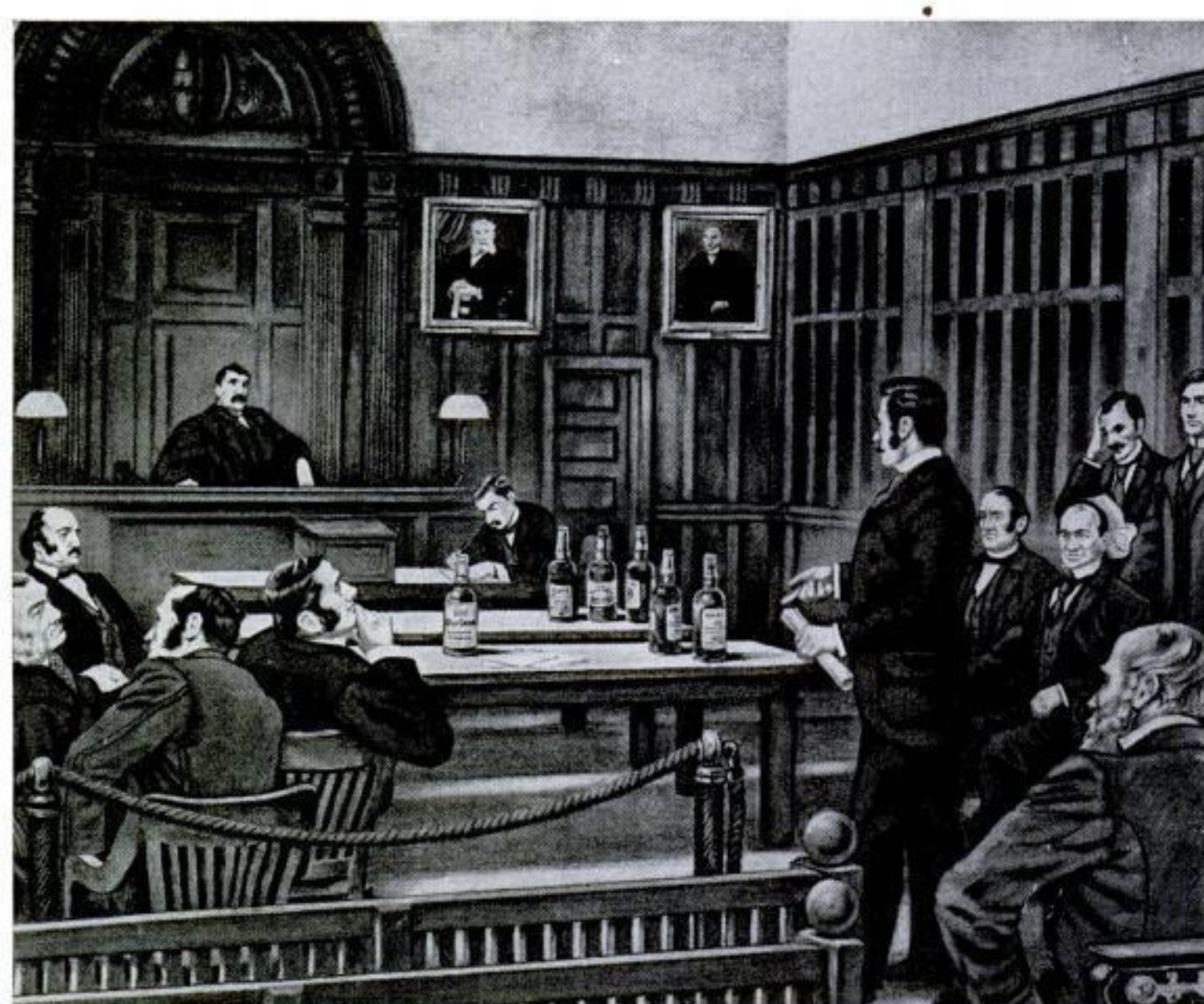
HUMORIST MARK TWAIN visited the Old Crow Distillery in the 1880's to see for himself just how his favorite Kentucky bourbon was made.



TWO BOTTLINGS—Old Crow, 1879 and Old Crow today. The label often changed, but the Kentucky whiskey inside was always the same.



OLD CROW DISTILLERY (1868)—According to author Irvin S. Cobb this was the first and for a while the only sizeable commercial distillery in central Kentucky.



THE COURT RULES AGAIN in favor of Old Crow. At one time hundreds of writs and desists were circulated to prevent imitation of the Old Crow label.

that shone like gold. And right away he started asking people about whiskey and writing down the answers in a small notebook he always carried under his coat. Why the differences? Why when you add quantities of grain, water and yeast should the run vary from day to day, from month to month?

Why? Some of Crow's neighbors pointed with assurance to various phases of the moon, but most just shook their heads and said it was a mystery and it had always been that way.

So James Crow went into distilling for himself. Not in the old way—by adding "a passel" of grain, "a passel" of yeast and "so much" water b'iled down—but with calipers and shiny measuring bottles and a strangely shaped glass tube he called a hydrometer.

It puzzled Crow's neighbors—but they found nothing puzzling about Crow's product. It was quite simply the richest, mellowest bourbon they had ever sampled. The older distillers nodded to each other. "Just wait," they advised.

While they were waiting, they tried to know Dr. Crow better, which wasn't easy. You've met Crow's type—a better listener than a talker, a friend rather than an acquaintance . . . the kind of man who likes a well-fought game of chess, the kind of physician who looks in on the sick-poor and then somehow forgets to ask for a fee.

Weeks, then months passed. The moon went through all its traditional phases, but there was no change in Crow's whiskey. And Crow's neighbors (and in time whiskey buyers everywhere) had to admit it. Somehow with his well-scoured scientific apparatus and his rich, stubborn mind, this tall, silent Scotsman and research chemist had taken the mystery out of whiskey-making.

By 1840, Crow himself was satisfied. In small black letters he began to burn "James Crow's Whiskey" into every barrelhead.

James Crow wasn't what you'd call a terribly sociable man—but other men tasted his whiskey and sought him out. One of them was Daniel Webster who on numerous occasions declared Old Crow "the finest whiskey in the world!" Another was fellow Kentuckian Henry Clay who always had a barrel of Crow's whiskey with him on his fateful missions to Washington.

Crow outlived his friends Webster and Clay by four years—dying at his distillery on April 20, 1856. In a quarter century he had helped change an erratic backwoods enterprise into a flourishing American industry. He had put Kentucky whiskey on the map. If James Crow had lived another hundred years, here are just a few of the things he would have written in his small notebook:

"1880's—Humorist Mark Twain visits Old Crow Distillery. Leaves Kentucky with knowledge of distilling and 25 barrels of Old Crow."

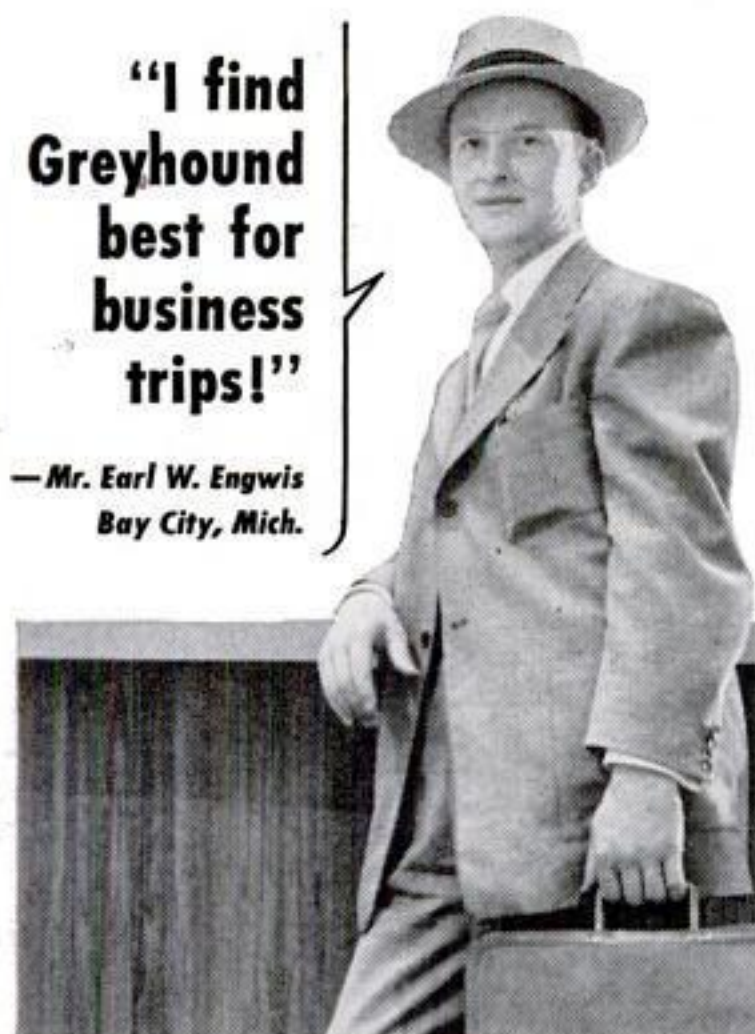
"1890's—Crow labels counterfeited by unscrupulous promoters. More than 1800 'ceases, desists and summonses' now in progress."

"1900—Bottled-in-Bond Act passed by United States Congress. Old Crow rapidly becomes America's best-selling bonded whiskey."

Today, James Crow would find it a very different America, a very different Kentucky than when he first appeared in Woodford County. The buckskin coat has given way to the business suit, and the sturdy log cabin has often been replaced by the trim, suburban home. But one thing has not changed, the matchless quality of Old Crow—the greatest name in bourbon just as it was 113 years ago when James Crow first burned his name into a white oak barrel.

"I find
Greyhound
best for
business
trips!"

—Mr. Earl W. Engwis
Bay City, Mich.



"In my work (I'm a salesman for a stock firm), a lot of calls are necessary in dozens of small towns, as well as big cities. Greyhound schedules and service are perfect for this kind of business travel. I can cover many customers—instead of only one—on each trip I take. Another satisfying thing about Greyhound is the courtesy of its drivers."

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U.S.A., write Greyhound
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Chicago 1, Illinois



GREYHOUND



at all fine shoe repairers!



Enjoy better electric shaving in
hot weather!

On days when electric
shaving is slow and un-
comfortable, use this be-
fore-shave lotion! In just
3 seconds Letric Shave:

1. Evaporates sticky, razor-
clogging perspiration.
2. Lubricates skin for more
comfortable shaving.
3. Softens your beard for
closer shaves.

Use Letric Shave with
any shaver. 49¢, no U. S.
tax, for eighty shaves.



Free month's supply!
For a generous sample of
Letric Shave write: J. B.
Williams Co., (LL-19),
Glastonbury, Conn.



PRIZE CUSTOMER is Marie (Bess) Knitter who runs a tenement lodging-house, drives a fancy car, and doesn't let an occasional gravy stain worry her.

ROOSTING PLACE CONTINUED

"It's your homely face," the Irishman said.

"Well," said the Greek, pretending to be offended, "I will say *sto kalo* for now. *Sto kalo*, everybody." Waving his hand, he went out.

When the door had closed Dutch said, "He's no more a Greek than I am. He likes to go around talking like a Greek, but his name is Drake. He drives a Greyhound bus, never had an accident in 20 or 25 years. You should see the medals they give him. He comes in here to pass the time of day, like I said, it's a regular roosting place."

"It's not all sweetness and light around here," Dutch went on. "That guy is an exception. You take a blind man. Everybody looks at a blind man's face and they think how sweet he is, you know, suffering. Well, the meanest man in this district is a blind man. He gets drunk all the time and goes into bars and whacks around with his cane trying to kill people. He's a terror."

"And then there's a lot of real mean people will come in here and raise hell, they think I'd switch the stones in their ring or steal the jewels out of their watch. You know what a jewel in a watch is? It's nothing but a bearing. It's worth maybe 15¢, and the labor to get it out would be half a dollar. Or they get sore as hell because I can't lend them a lot of money on an old stickpin. They stand here and cuss me out. I don't make big loans. The biggest loan I ever made was \$1,200, on a good diamond ring, to a madam. I would as soon loan money to a madam as to a millionaire, they're very honest."

"Ha!" Robby said. "Maybe they're more honest." Robby was sitting at the desk in the office, wetting the glue on a stack of envelopes. "Due notices. Every week you got to send out a stack." Robby is Dutch's age, about 62, and has worked for him ever since Dutch went into the business. The two are the most popular men in that section of Pittsburgh. "I got some notices here for Bess Knitter," Robby said. "I don't see Bess around very much lately and I think I will deliver them personally. You should come along."

On the way to Bess's house Robby said, "She's one of our biggest customers in more ways than one. I guess she owes us \$400 or \$500 right now, but she's good for it. She stands about five feet six and weighs maybe 260 pounds. The place she lives in, it isn't exactly the Hotel William Penn, anywhere you go in this neighborhood you need a clothespin anyway. But right outside her door, you'll see it, she's got a new \$5,000 car."

Bess Knitter lives in a tenement on the bank of the Allegheny. Her room contains a huge unmade bed, a sink, a big easy chair full

CONTINUED ON NEXT PAGE



He tries so hard to please you

His whole heart is in his efforts to win your smile, to make you forget your troubles. He always wants to be near you, playing round your chair, trying to show you how much he loves you.

The only reward he wants is your pat of appreciation. But you can give him much more. With just a little care and attention you can give him good health, the long happy life he deserves. When you notice that your pet doesn't feel good, that his eyes are dull and watery and his appetite is gone, be on the lookout for other signs that your pet has worms.

If he does have worms it's neither his fault nor yours. A dog can pick up worms anywhere out of doors; they are his most common ailment. And, unless treated promptly, worms will permanently injure a dog's health; can even be fatal to puppies.

What to do? You can treat your pet for worms at home—easily—safely—correctly—with Sergeant's worm medicines. They've been relied on by dog owners for over 50 years. For puppies and small dogs weighing up to 10 pounds use Sergeant's PUPPY CAPSULES. For dogs weighing 10 pounds or over use Sergeant's SURE SHOT Capsules.

Just follow the simple instructions in the package. The capsules are small, easy to give your pet. After worming, build up your pet's resistance to other ailments with Sergeant's VITAPET Vitamin Capsules.



Ask for Sergeant's Sure Shot or Puppy Capsules at your favorite drug or pet counter. There are 17 other fine Sergeant's dog care products to help you care for your pet. Each one veterinarian tested; all easy to use.

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AUTHORITIES FIND THE NATION'S KIDS ARE IN "POOR SHAPE!"

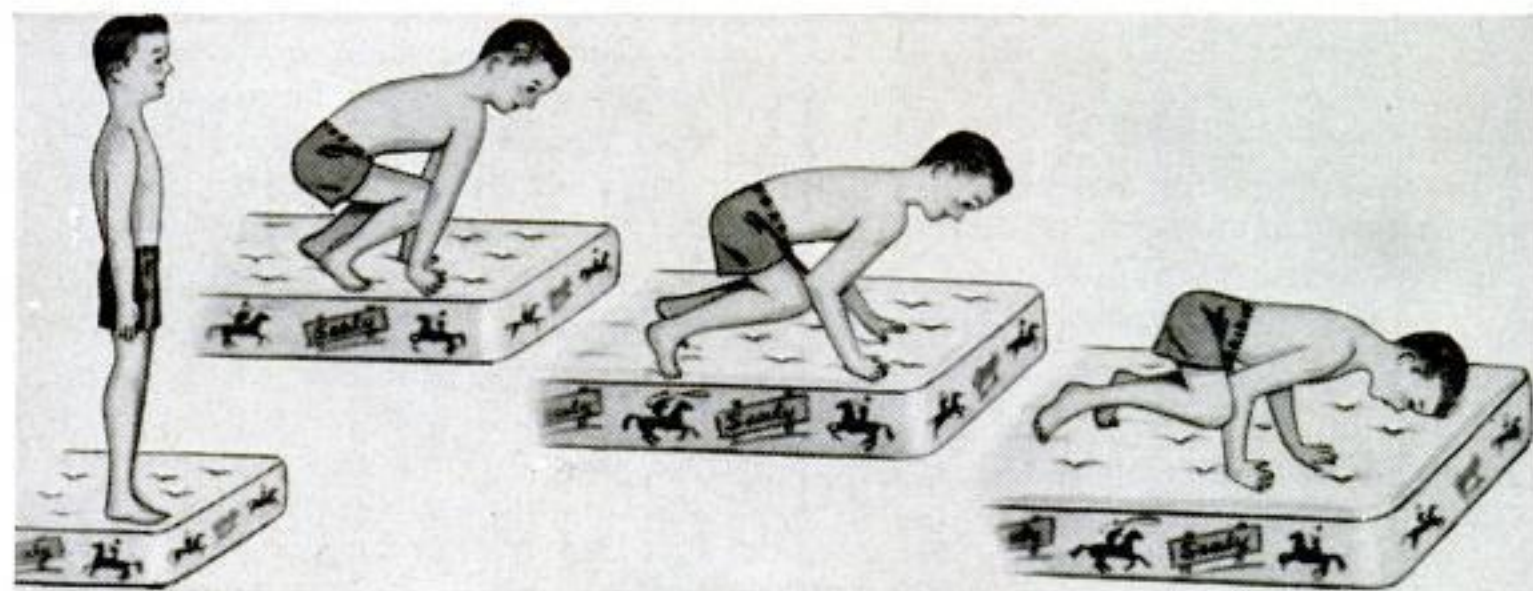
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typical example is "The Frog Stand" game reproduced above. The Sealy Kit includes the 42" x 28" Posture Guide, the delightful Sandman Certificate, suitable for framing, and the Slumber Check Chart, all in child-entrancing color. Available *only* at stores featuring the superb Sealy Children's Posturepedic Mattress.



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ROOSTING PLACE CONTINUED

of small dogs, cats and kittens, all asleep together, and an iron stove. "Hoo, hoo, Bess!" Robby called. "I got some notices."

Bess took the notices and, without bothering to open the envelopes, threw them into the stove. "I didn't see the turkey," Robby said.

An expression of sorrow flitted across Bess's huge face. "He got killed and eaten," she said. "Seven years I had him."

"You should have seen him," Robby said. "He was big as a cow, he must have weighed 60 pounds. Better than a watchdog, he'd scare hell out of you."

"Seven years ago I got him to eat for Christmas, he was pure white. I kept him in the bedroom here a few days, I got fond of him. His name was Billy. I'd go, 'Hoo, hoo, Billy,' and he'd go, 'Coo, coo.' I couldn't eat him so I put him in the yard. Every year I got him a female turkey and he killed her. He was tough but he was cute. And now he's dead. The man who killed Billy and ate him ought to be killed himself." Bess reflected for a moment and then added, "In fact, I think he was killed. He got hit on the head with an iron pipe and never regained consciousness."

"What's that under the canvas?" Robby said.

Bess went to the corner and lifted the edge of a greasy tarpaulin. "A deep freeze, brand new, it cost me \$400. Never put anything in it yet, I ain't got anything to put in it. There's a television too, a new 21 inch."

"Bess likes nice things," Robby said. "She owes us \$500."

"You know I'm good for it."

"I know you are, Bess, I'd never worry."

Bess threw her massive arms around Robby. "I want to tell you something. If I was standing up in the electric chair, the last words I'd say on earth would be, 'Robby and Harry Dutch are the two most honest, kindest men in the world!'"

"That's my girl," Robby said. "We got to go."

A pawnshop is a bank

OUTSIDE, Robby paused and looked at the \$5,000 car. "How do you like that? You wouldn't believe it. She's got money, I don't know where she gets it, it's none of my business. We got a few customers like that. They like nice things."

Back in the pawnshop Dutch's accountant, Leo Gernsback, was going over the books. "These things have got to be kept better than a bank keeps its books. In fact a pawnshop is a bank, it's under the state banking laws. You never know when they'll come in here to inspect. You've got to keep six books right up to the hour, the loan ledger, the redemption book, the pledge sales book, the pawn book, the cash journal, the general ledger, everything very accurate. You ask about profit and loss, here's the tax report. You don't kid Uncle Sam." Dutch's 1952 report showed a small net loss on his pawnbroking operations and a modest profit on retail sales. "Would you believe that?" Gernsback said. "I work on the books of a great many pawnshops in Pittsburgh, and I don't know any that make any real money pawnbroking."

Once more the odor of muscatel filled the store. A huge man with thick-lensed glasses leaned against the counter smiling groggily. He had an enormous, flat protruding lower lip, like a front doorstep, which was littered with shreds of tobacco and a broken toothpick. His thick, dry tongue whisked out like a housewife's broom and swept off the lip; tobacco and toothpick fell on the counter. "I want enough for a drink on this," he said. "What's it worth?" He handed Dutch a thin gold tooth cap. Dutch tossed it on his jeweler's scale and said, "Well, you're right. It'll get you a quarter."

The man took the quarter and left. "I buy a lot of old gold," Dutch said. "Every once and a while when I have enough, I send it to the government. A lot of it is tooth gold, like that, only most of it comes in here with the teeth attached. We smash off the porcelain with a hammer."

Again the door opened and a dapper young man came in. He wore a gray suit and a black knitted necktie with a Windsor knot the size of a pool ball. He put a fat briefcase on the counter. "How much?" he said.

Dutch studied it, saying nothing.

"It's not a leather, it's more of a plastic," the young man said.

"So I see," Dutch said. "Would \$2 help you out?"

"Sure."

The young man emptied the briefcase. It contained a photograph album and a stack of papers.

"You were in here a couple of days ago," Dutch said. "What are you doing with the money, playing the stock market?"

The young man grinned. Like most of Dutch's regular customers he was at ease in the place and, it seemed lonely.

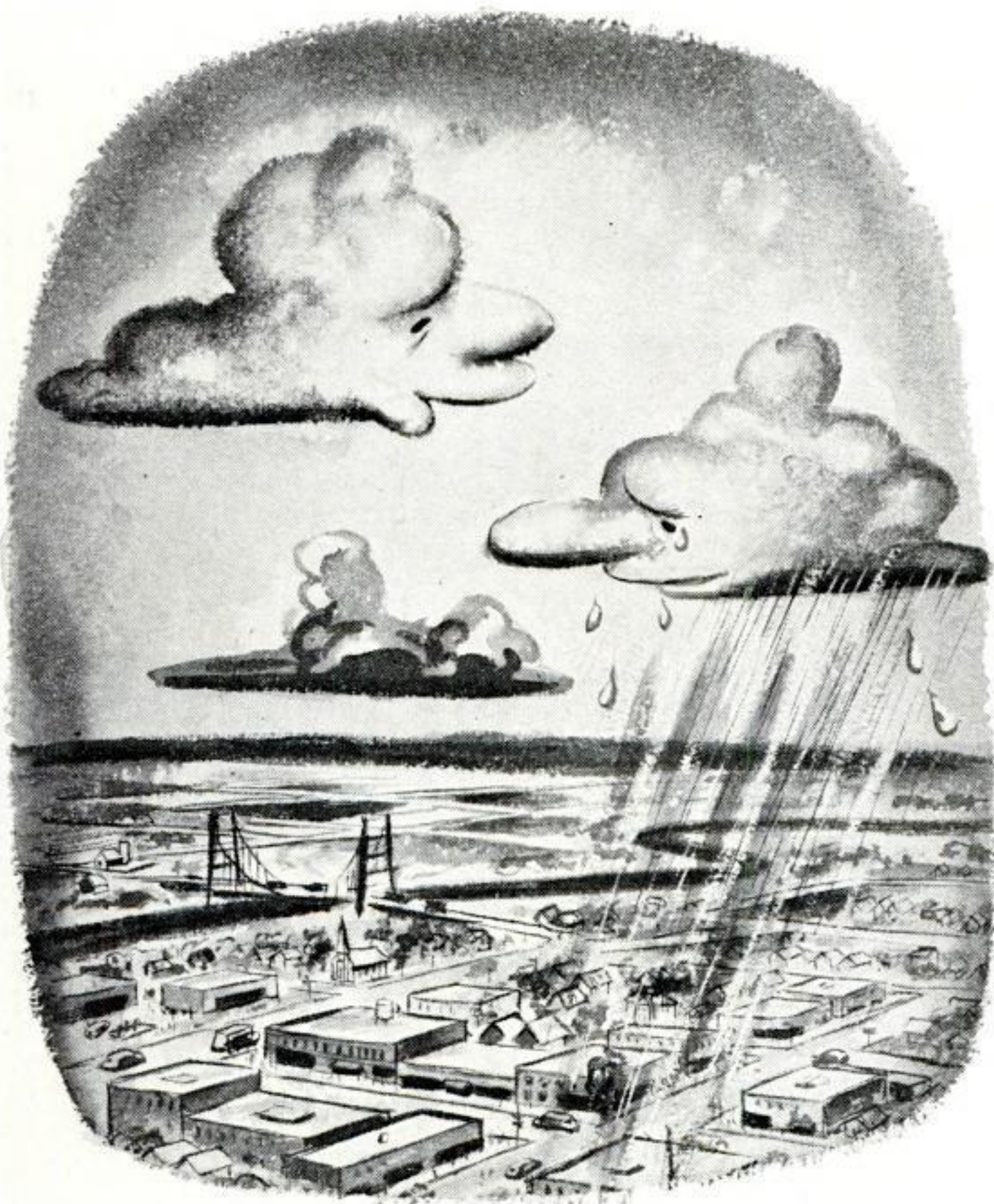
CONTINUED ON PAGE 150



"I'm so proud of them—they're 'Sanforized'!"



"And if you wore a 'Sanforized' shirt—you could come out to play, too."



"You're the most wasteful cloud I've ever known. Don't you know this town is 100% 'Sanforized'?"



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Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



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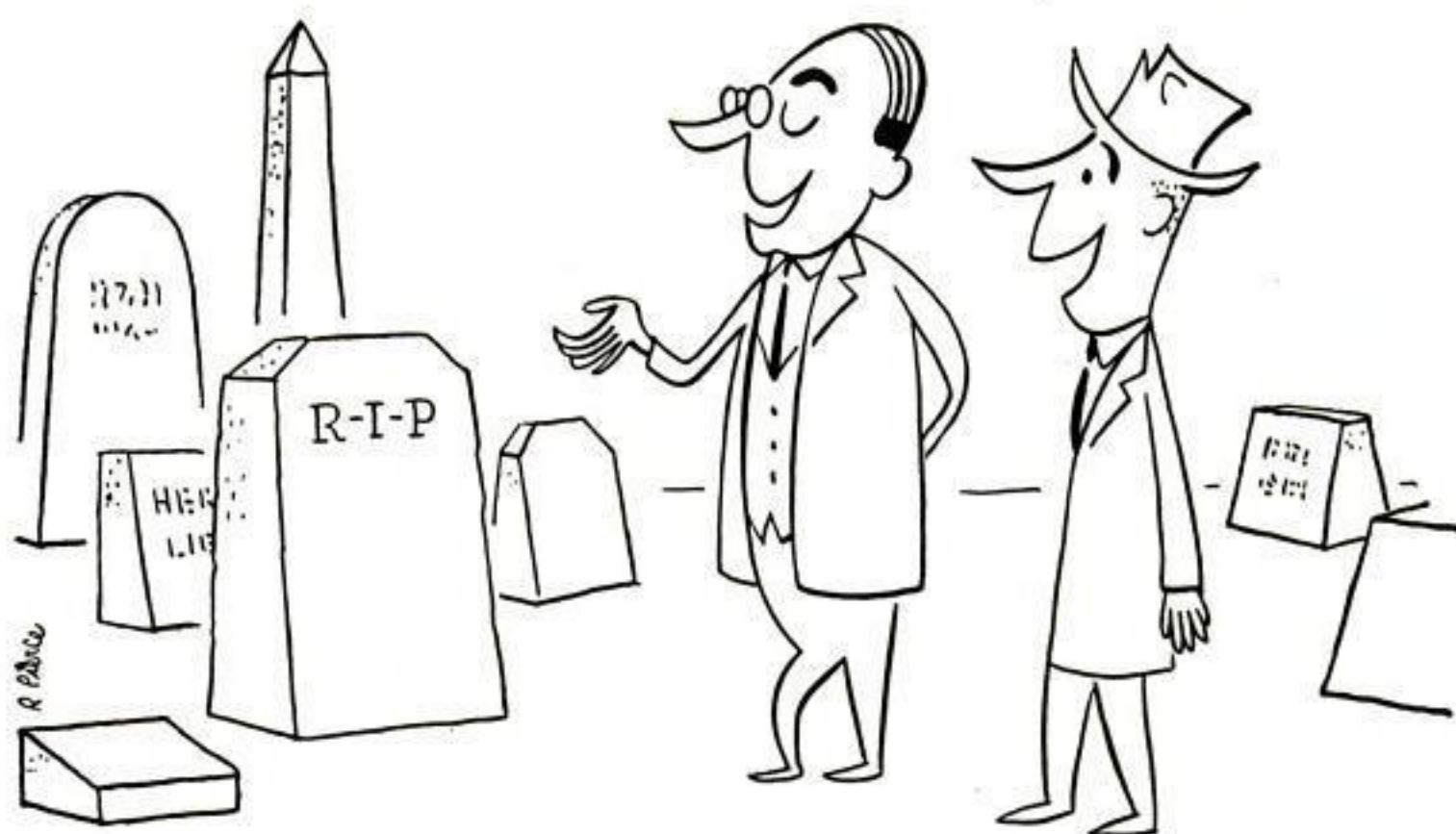
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ROOSTING PLACE CONTINUED

"I'm going to college on the GI bill. I've been there four months already, and no check from the government yet."

"The government is always slow," Dutch said, "except when they're taking the money from you."

"I've got a job on the side, I'm a crane follower at J&L, but I can't live on it," the young man said.

"It must be a woman," Robby said, grinning.

"Well, of course," the young man said. "But it's not what you think. She's a coed at the college, or anyway she was. She's only 16 or 17 years old, she hasn't got a family and I'm helping her out."

"Yeah, yeah," Robby said.

"What was all that stuff in the briefcase?"

"Pictures, mostly," the young man said. "I also write poetry and there is some of that in there. I want to be a photographer or a writer, either one. You know what I'm studying on the GI bill? Accounting. Don't ask me why. Sure, you can look at the poems if you want. I had some of them printed myself, nobody else would print them. Here's a love poem, I wrote it for my girl in California. She ditched me when I went to Korea."

BETWEEN US, A LOVE

by

HOWARD WENDELL RALEIGH

Well, there you are beautiful and grand,
As we live and love in meadowland.

To you, here's love, kisses,
Here is love, its uses.

They say it is your heavenly luck
Having eyes which are charm de luxe.

There are your soft, tender lips,
Here's a kiss, if I don't miss.

"Well, what do you think?"

"I don't know. It takes a lot of work to write a good poem."

After he had gone, no one said anything for a long time. Then Dutch said, "It was a pretty slow day. I think the rain keeps them home."

Dutch began to take the good stuff out of the window while Robby scooped the rings and watches out of the counters. "We used to stay open every night until 9, six days a week. Now we only work about an 11-hour day," Dutch said. "We're older and business isn't so good."

When everything had been put away and the safes locked, Dutch buzzed the police station to let them know he was quitting. Then he and Robby went out, snapping off the lights at the door as they left. "Well, so it goes," Dutch said. "You didn't see any crooks come in here, no hot ice or anything like in the detective stories. The only thing that was hot I guess was the iron. Did you see any widows or orphans crying on the counter? There must be a million people who never saw the inside of a pawnshop and they all think what a louse a pawnbroker must be. He's not a louse, it's only a way to make a living. The next time you go past a pawnshop, will you think any different?"



AT END OF DAY Dutch and two detectives join forces in front of a big mirror to look over the day's pawns and make sure that none are listed as stolen.

LAZY HUSBANDS LOVE EASY-GOING VELVET



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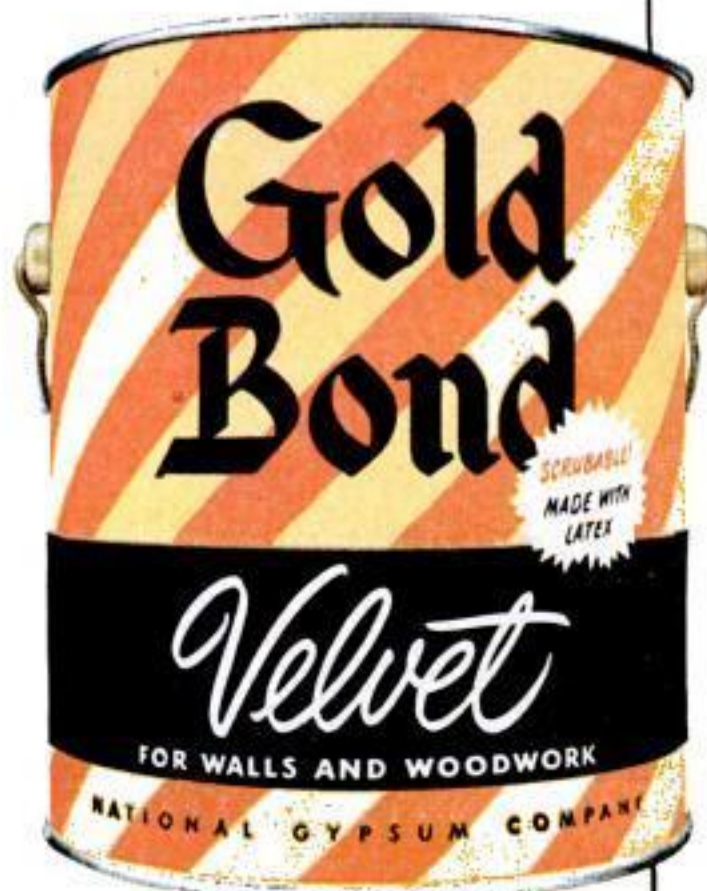
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... almost like skating on ice! Velvet dries to the touch in minutes. Doesn't show brush marks, and blends in perfectly when you touch up a missed spot. And you can wash brush or roller with water!



"SCRUBABLE!" ▶

As soon as the paint hardens, you can wash off grimy little handprints . . . even crayon marks . . . like magic! If you have small children, Gold Bond Velvet is the wall paint for your home!



16 EXCITING NEW VELVET COLORS

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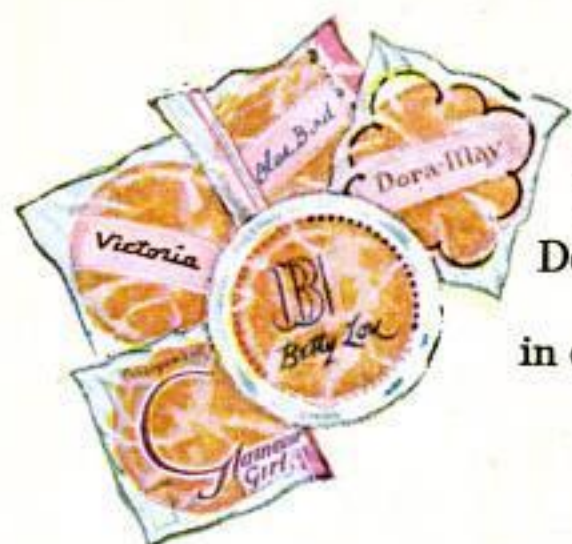


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For that quick, clean, "million-bubble" shave... COLGATE Lather Shaving Cream, 35¢, 53¢. Brushless, 15¢, 29¢, 47¢



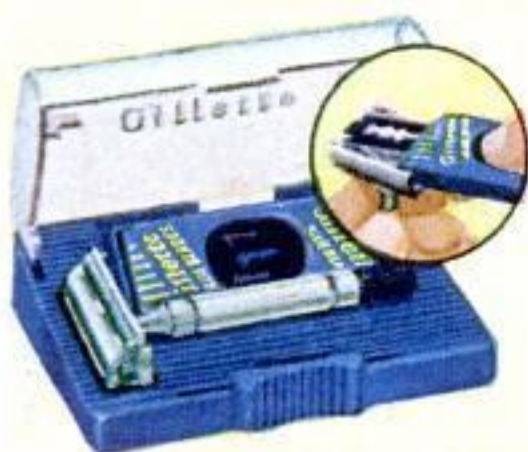
Fast... safe! Dispenser pack of GILLETTE Blue Blades lets you change blades without touching keen edges. 10-blade, 49¢. 20-blade, 98¢



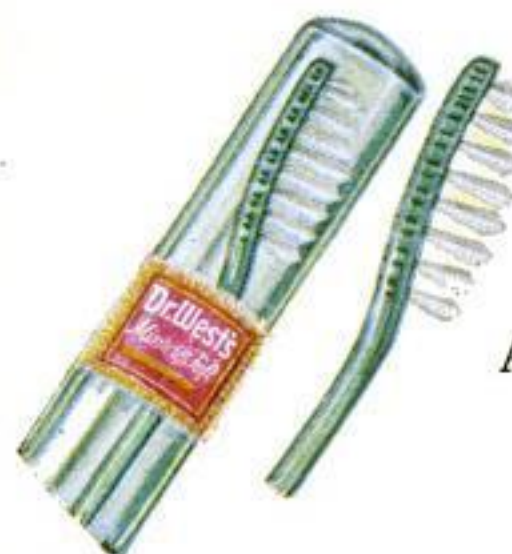
You clean your breath as you clean your teeth... when you use COLGATE Ribbon Dental Cream. 15¢, 27¢, 47¢, 63¢



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Neat on shelf... and so handy to use! GILLETTE Super-Speed Razor, Blue Blades, in smart kit. \$1



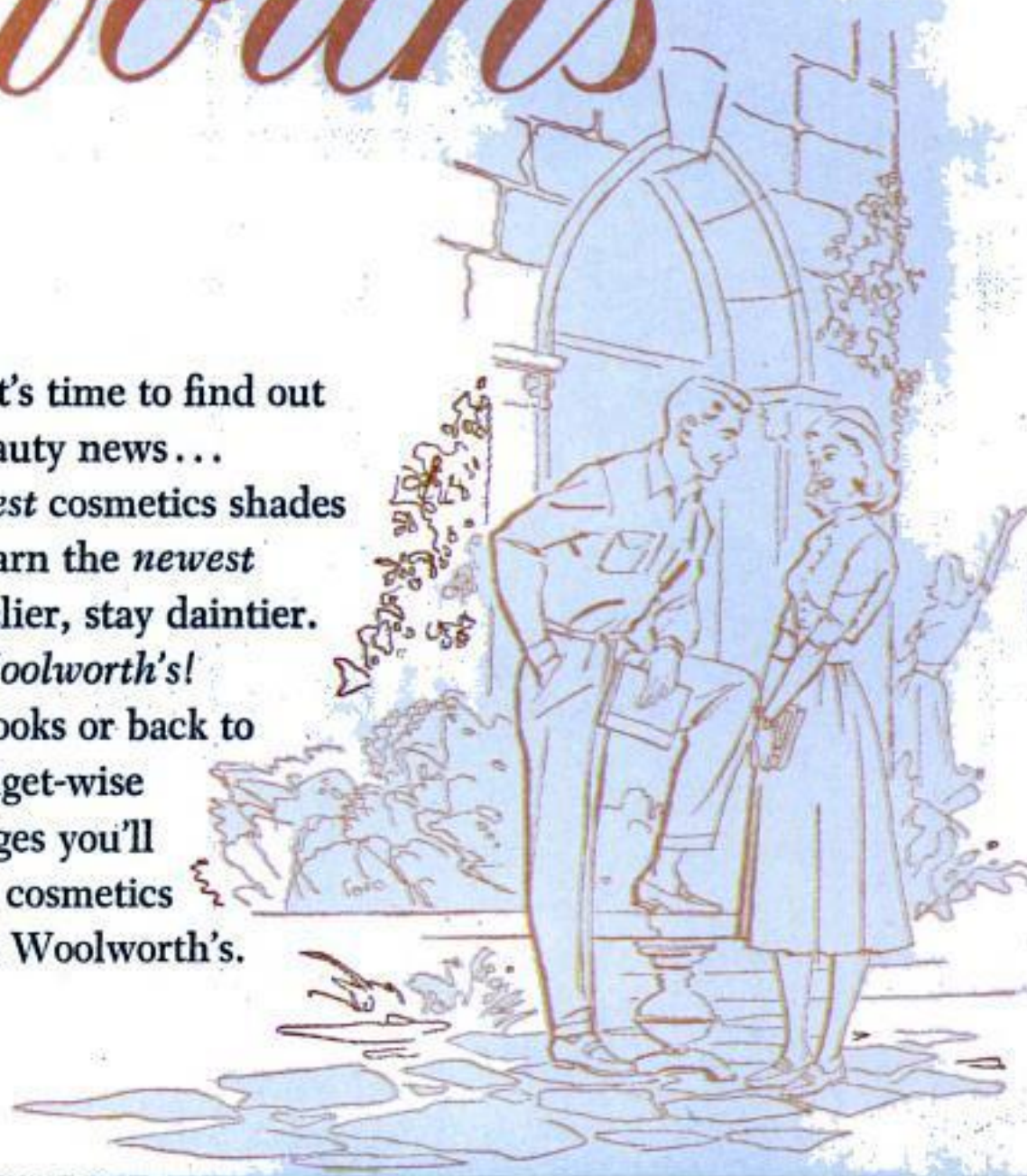
Reach inside, outside, in-between teeth... with a DR. WEST Miracle-Tuft Toothbrush. Assorted colors, in sealed tube, 59¢. Nylon bristles, 29¢

Susan Smart[†] says "On the campus... all your cosmetics are near... at Woolworth's"



Summer's over! It's time to find out the Fall beauty news... time to see the latest cosmetics shades... time to learn the newest ways to look lovelier, stay daintier.

That means it's time to shop at Woolworth's! Whether you're headed back to the books or back to the boss... you're bright and budget-wise to shop Woolworth's first. On these two pages you'll find just a hint of the famous-quality cosmetics and sizes on hand at your nearest Woolworth's.



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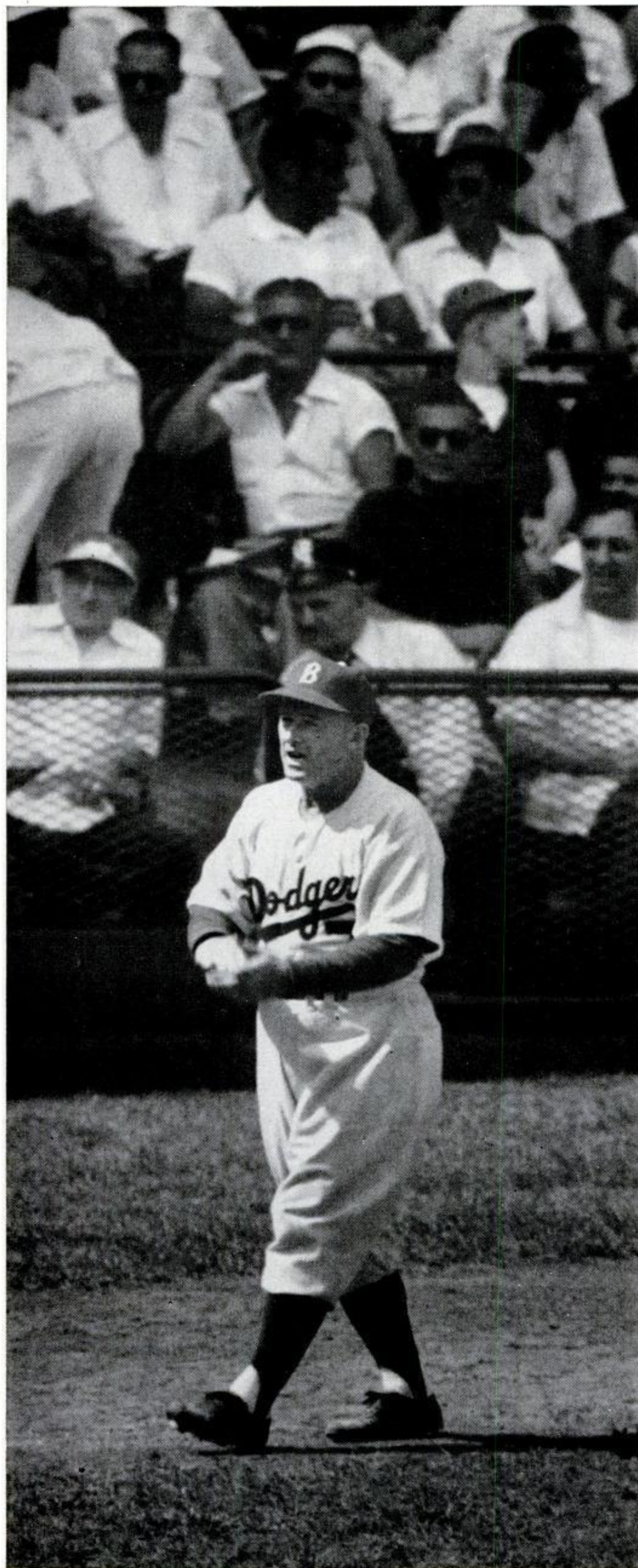
Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



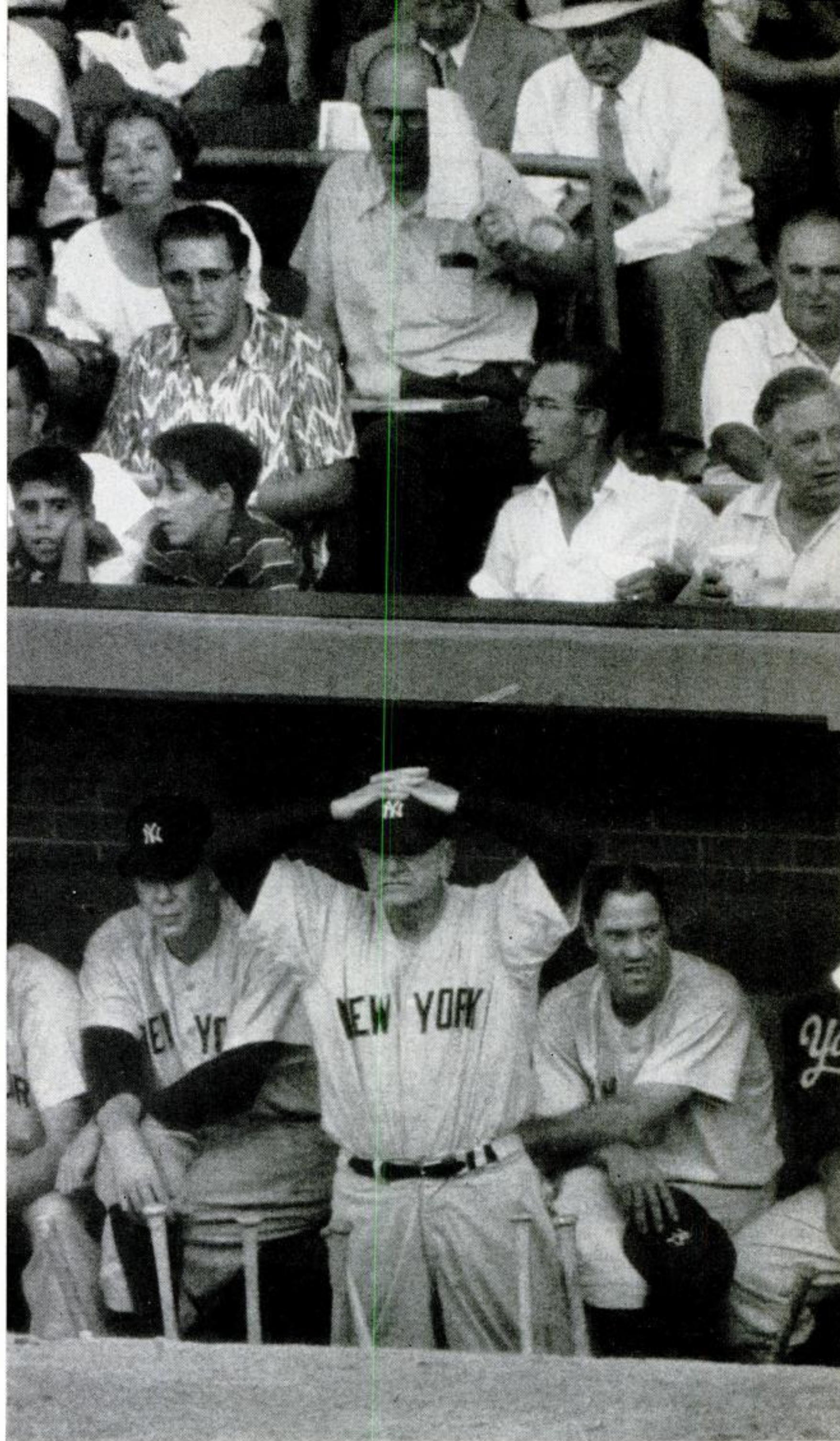
T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copyr., The American Tobacco Company

CHARLIE AND OL' CASE IN A SERIES PREVIEW



HAPPY CHARLIE paces the third-base coach's box in a recent game against St. Louis and exhorts batter to get a hit. Dodgers got 19 hits, beat Cards 20 to 4.



ANXIOUS CASEY stands in the Yankee dugout and watches hopefully as his Yankees try again and again to overcome a one-run Chicago lead. They didn't.

A couple of frantic lineup jugglers move toward new baseball pennants

The end of the season was nearly a month away, but baseball fans could go out last week and get a preview of what they were pretty sure to see in the World Series—the tense figure of Casey Stengel (*above*), tight-lipped in the Yankee dugout, the active body of Chuck Dressen, bouncing in the third-base coaching box. For the Yankees and Dodgers were so far ahead in their leagues they seemed sure to win. A Dressen victory would be a local record: it would be the first time in more than half a century that a manager had guided the Dodgers to two successive pennants. A Stengel victory would be without precedent anywhere in baseball: it would be the first time any manager has won five straight pennants.

The 54-year-old Dressen and the 63-year-old Stengel (*see cover*) have been using similar tactics all season. Both have been juggling lineups, switching pitchers, changing batting orders and shifting players like men with a reckless desire to fill up the box score. Dressen has used 57 different batting orders. But Stengel, even more changeable, has used 80.



WATCHING as Chicago's Ferris Fain runs for home, Stengel hunches forward for a better look.



SLIDING, Fain scores the game's only run, going hard into Yank's Catcher Berra and beating the tag.



PROTESTING, Stengel mimics the umpire's signal and insists, "You called the play too soon."



NONCHALANT when things go well, Casey Stengel keeps his seat in Yankee dugout while players get up to watch a ball hit by Yogi Berra sail for a homer

FUSSING AND FUMING, YANKS WIN BIG ONES

His attempt to win a fifth straight pennant has been hardest of all for Casey Stengel. Since he went to spring training last February, Stengel has been able to taste the pennant, feel it and smell it. "The only thing I'm interested in," he said, "is winning that pennant. Until I've



over the right-field wall Stengel does not congratulate his players after they hit homers. He agrees with Rogers Hornsby that this is what they're paid to do.

won it—or lost it—I won't think of anything else." Stengel does not have a 20-game winner on his pitching staff. Several of his older pitchers have been able to work only once a week. Mickey Mantle, his brilliant center fielder, has been beset with a bad knee and other injuries.

Only two of his regulars are hitting over .300 and Yogi Berra is the only Yankee among the league leaders in slugging. But, by juggling, by keeping his players on edge, by out-thinking rival managers, he has had his team in first place most of the season. Last week the



CALLED OUT, Yankee Second Baseman Billy Martin fails to score on a close play in 1-0 game.



BAWLED OUT, Umpire McKinley listens attentively as Stengel lashes him for his call on Martin.

Yankees came into Chicago to give the second-place White Sox what was probably their last chance to move into a threatening position against the Yanks. Stengel fretted and bullied his way through the games, left town having won two out of three in the decisive series.



This man has really arrived

...not in the *middle of nowhere*, but in the *center of town* where the smart business man likes to arrive.

Next time you go—

GO PULLMAN

COMFORTABLE, CONVENIENT AND SAFE



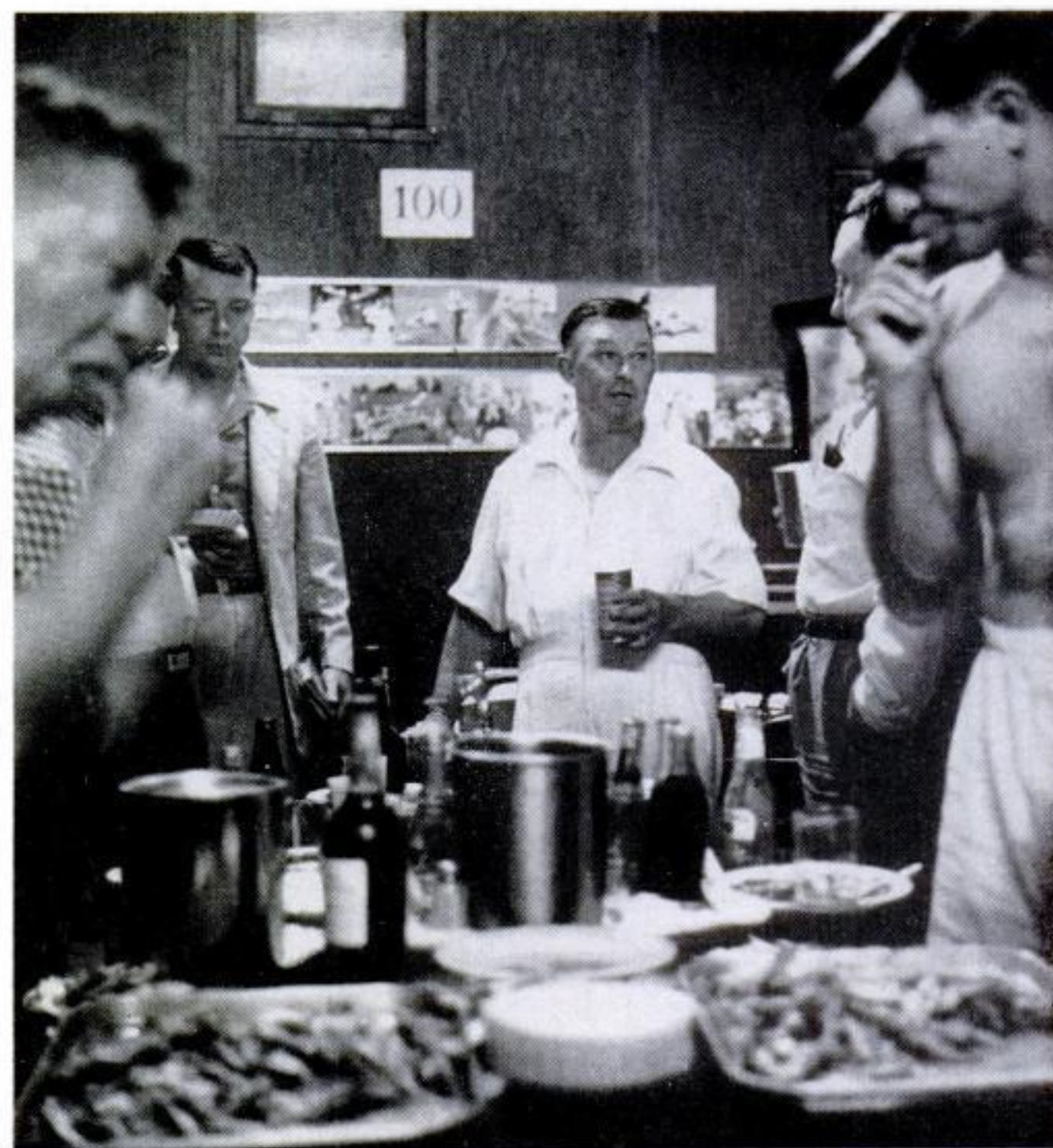
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BIG PITCHING STAFF, which Dressen (*left*) juggles often, includes Wade, Black, Meyer, Loes, Roe, Labine, Palica, Hughes, Erskine, Milliken, Podres.

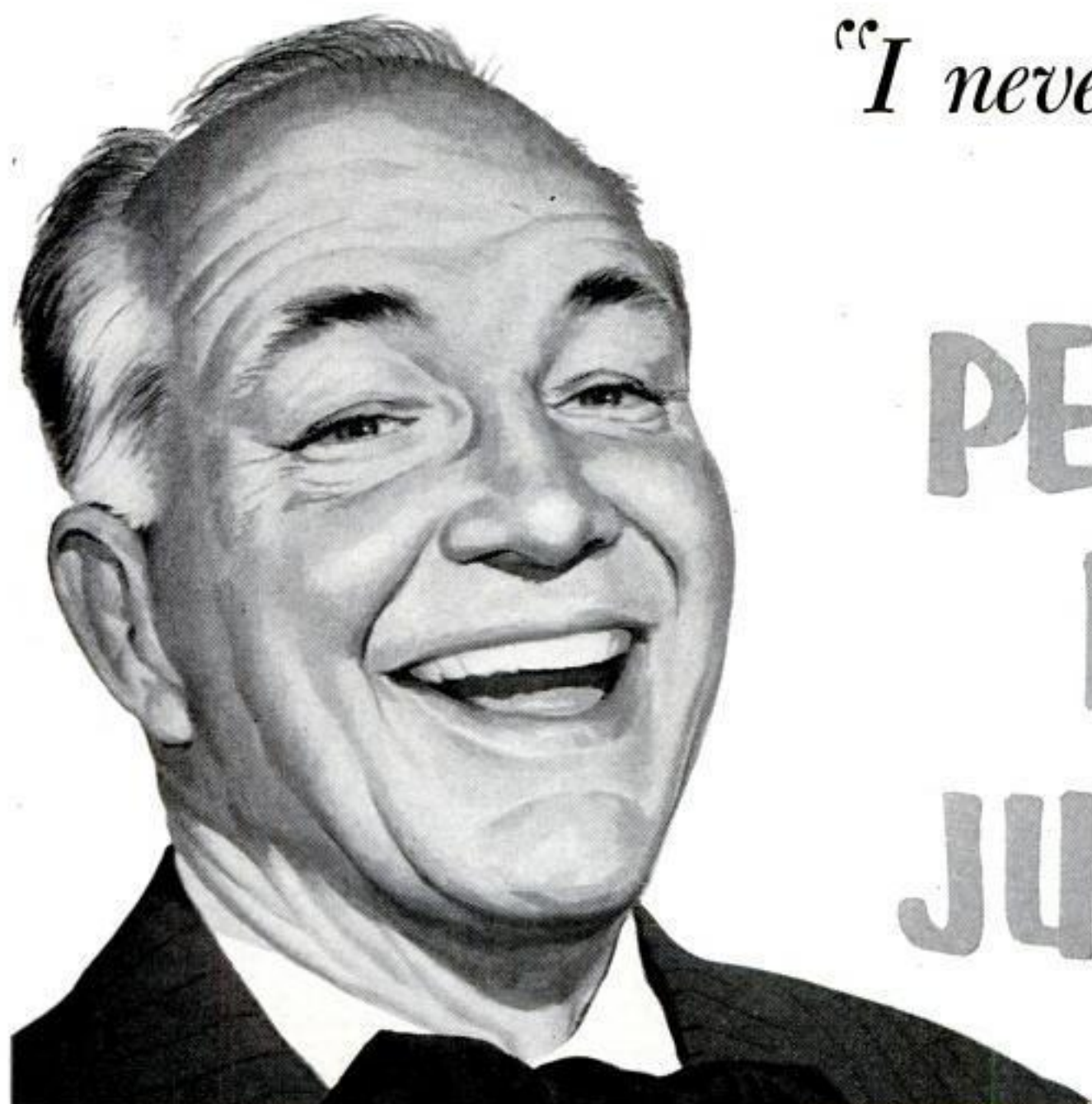
DODGERS' GOAL: TO WIN 100

For years Charlie Dressen's opinion of himself was much higher than that of the experts. This difference of opinion was caused partly by the manager's apparent tendency to build himself up and knock the other fellow down. Even after the Dodgers won the pennant last year Dressen's detractors were not ready to give him much credit. This year, though, the experts are admitting that Dressen is good. He made bold moves. He uprooted his star second baseman, Jackie Robinson, and replaced him with a rookie, Junior Gilliam, moving Robinson to third base and then to left field. He stuck with Gil Hodges until his star first baseman came out of what seemed an endless slump. But his greatest work has been with his pitchers. Lacking dependable game-winners, Dressen gambled on length. He built up an oversized staff of 11 pitchers, never hesitated to use several in one game. As soon as a pitcher appears to be below his best form, Dressen takes him out, puts in a replacement. Of the 93 victories the Dodgers had last week, 54 had been won or saved by relief pitchers. But aside from pitching, Dressen had almost no worries. The Dodgers led the league in number of hits, runs batted in, home runs and stolen bases. Six of his regulars were batting over .300, and with all his regulars in the lineup the Dodgers' club batting average, excluding the pitcher, was a stupendous .309.



THE GOAL, 100 games won, is always before the Dodgers. It is on the wall in office where Dressen (in "siren suit") plays host to reporters after game.

[CONTINUED ON PAGE 160](#)



*"I never served cocktails before in my life—
but now I'm an expert!"*

PERFECT COCKTAILS EVERY TIME IN JUST 14 SECONDS!



STIR

That's all you do! No measuring, no mixing when you serve Heublein's Ready-to-Serve Cocktails. All you do with Heublein's is pour into a cocktail shaker or pitcher (with ice) . . . stir, and . . .

*IT'S A BETTER MANHATTAN
THAN I COULD MIX MYSELF!*



SERVE

Takes only 14 seconds! No muss or fuss. Yet—your guests will say they're the finest cocktails they ever tasted . . . better than they could mix themselves the tedious old-fashioned way.



Now . . . serve any kind you want . . . and do it in 14 seconds!

Now you can serve any kind of cocktails you want . . . *the most delicious, most perfect cocktails you ever tasted . . . in just two shakes of a lamb's tail!*

There's nothing to it! No bothersome messing around with ingredients! No guesswork! No trouble! Just pour—stir and serve! And there you are!

Heublein's (pronounced Hugh Bline's) Ready-to-Serve Cocktails are all blended—professionally, perfectly—from finest liquors and other cocktail ingredients. All you have to do is ask for Heublein's—at any liquor or state store. That's the secret of serving perfect cocktails each time—in just 14 seconds. Get several bottles. G. F. Heublein & Bro., Inc., Hartford 1, Conn.

"Quick-n-Easy" Appetizers!

Cut 6 hard-cooked eggs in half, remove yolks and blend with 1 tbsp. chives, 2 tbsps. anchovy paste and 1 tsp. lemon juice; replace seasoned yolks and decorate with paprika. Serve with celery stalks filled with Roquefort and cream cheese; and oblong toast slices or crackers spread with finely chopped crisp bacon mixed with peanut butter. Also serve: pickles, chives, salted nuts.

HEUBLEIN'S

Ready-to-serve
COCKTAILS

NOW 9 KINDS! . . . EXTRA DRY MARTINI (75 proof), GIBSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), MANHATTAN (65 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof).

COLGATE CHLOROPHYLL

DESTROYS BAD BREATH

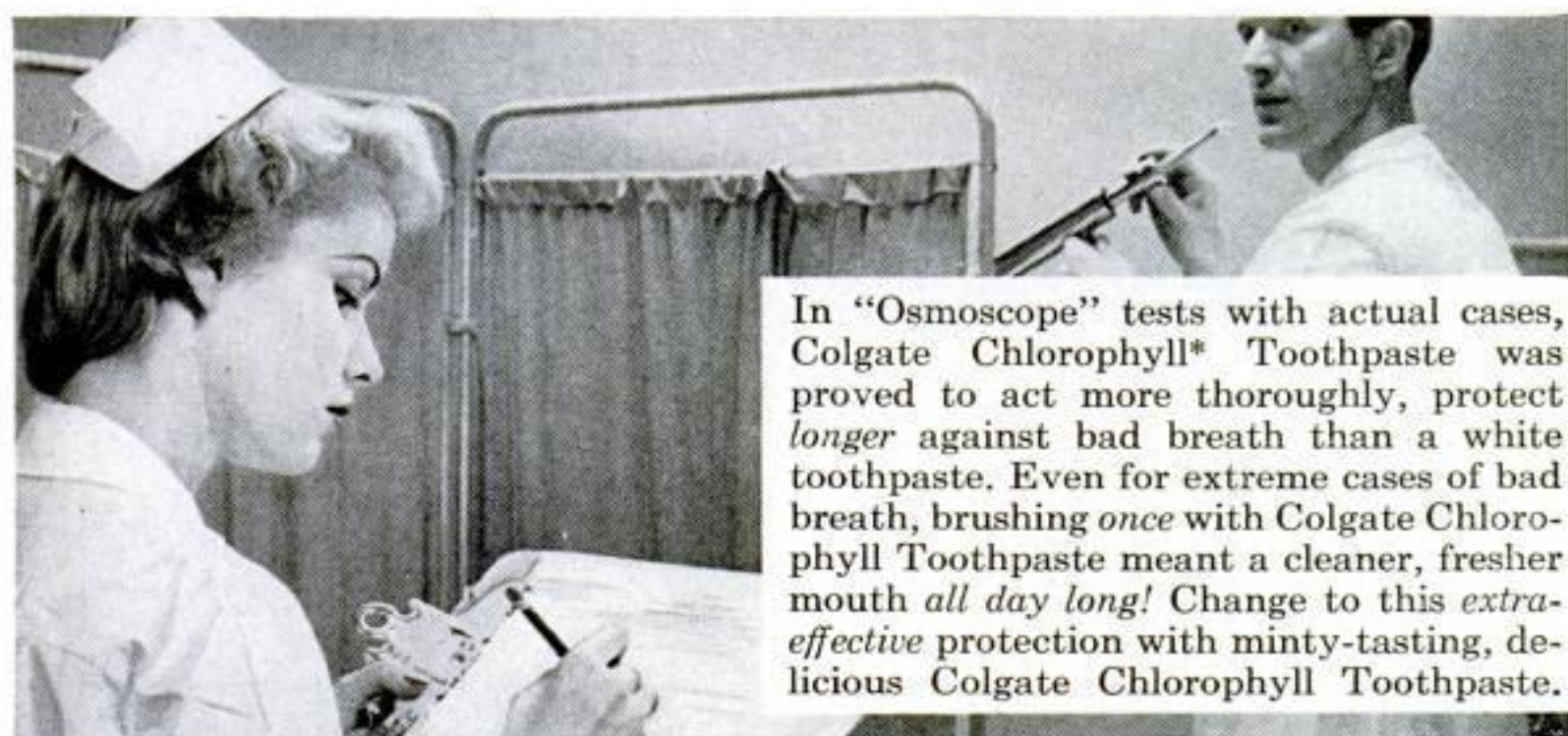
ORIGINATING IN THE MOUTH

MORE EFFECTIVELY

Than a White Toothpaste!



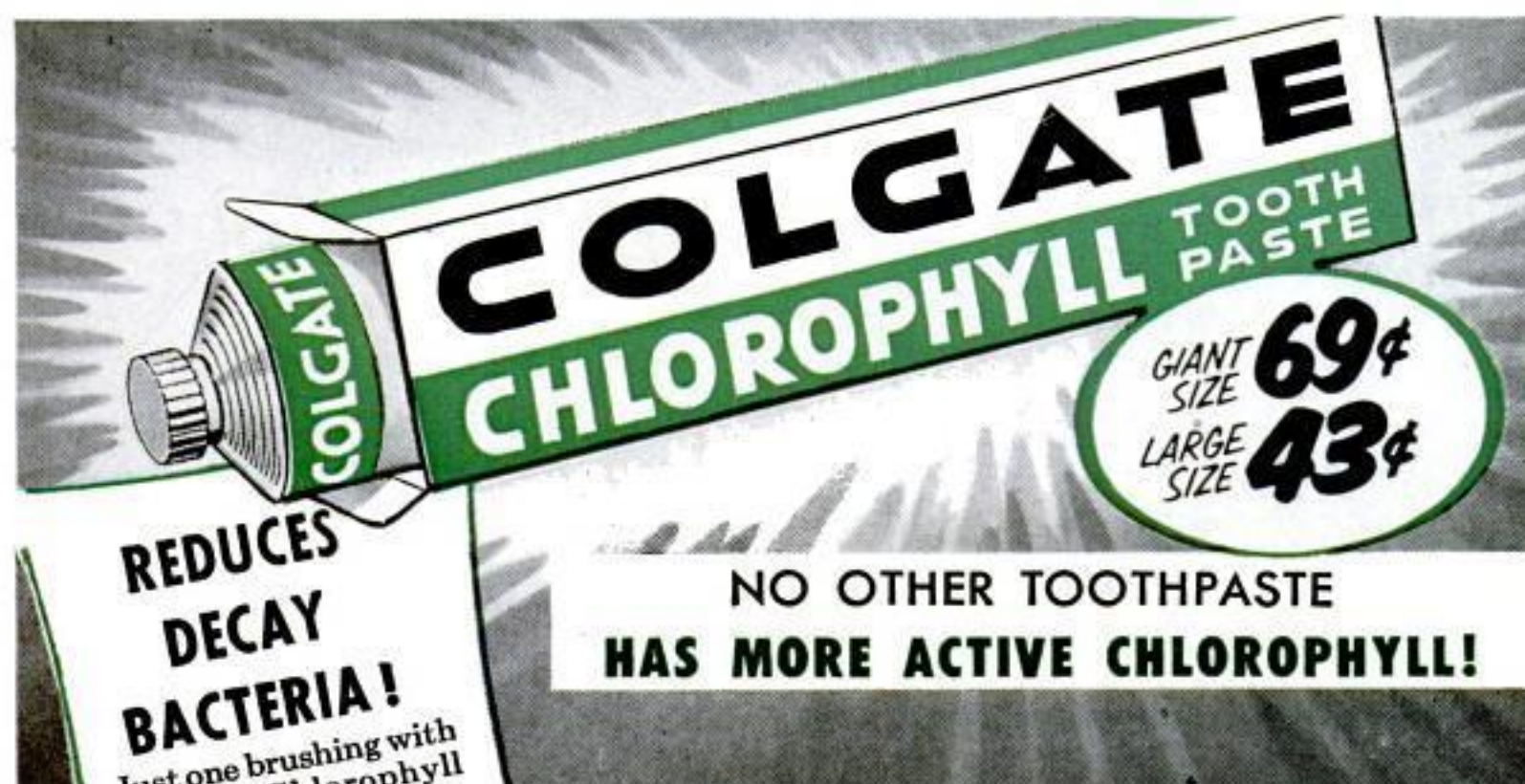
**JUST ONE BRUSHING
GIVES YOU LONGER PROTECTION!**



In "Osmoscope" tests with actual cases, Colgate Chlorophyll* Toothpaste was proved to act more thoroughly, protect longer against bad breath than a white toothpaste. Even for extreme cases of bad breath, brushing *once* with Colgate Chlorophyll Toothpaste meant a cleaner, fresher mouth *all day long!* Change to this *extra-effective* protection with minty-tasting, delicious Colgate Chlorophyll Toothpaste.

CLINICAL TESTS PROVE IT!

Works Better, Longer Than A White Toothpaste!



**Get the full Benefits of a
Chlorophyll Toothpaste with
Colgate's Exclusive Formula!**

*Contains water-soluble chlorophyllins

Charlie and Ol' Case CONTINUED



DRESSING ROOM MAJOR DOMO, "Senator" John Griffin, who takes care of the players' equipment, listens dutifully as talkative Dressen talks.

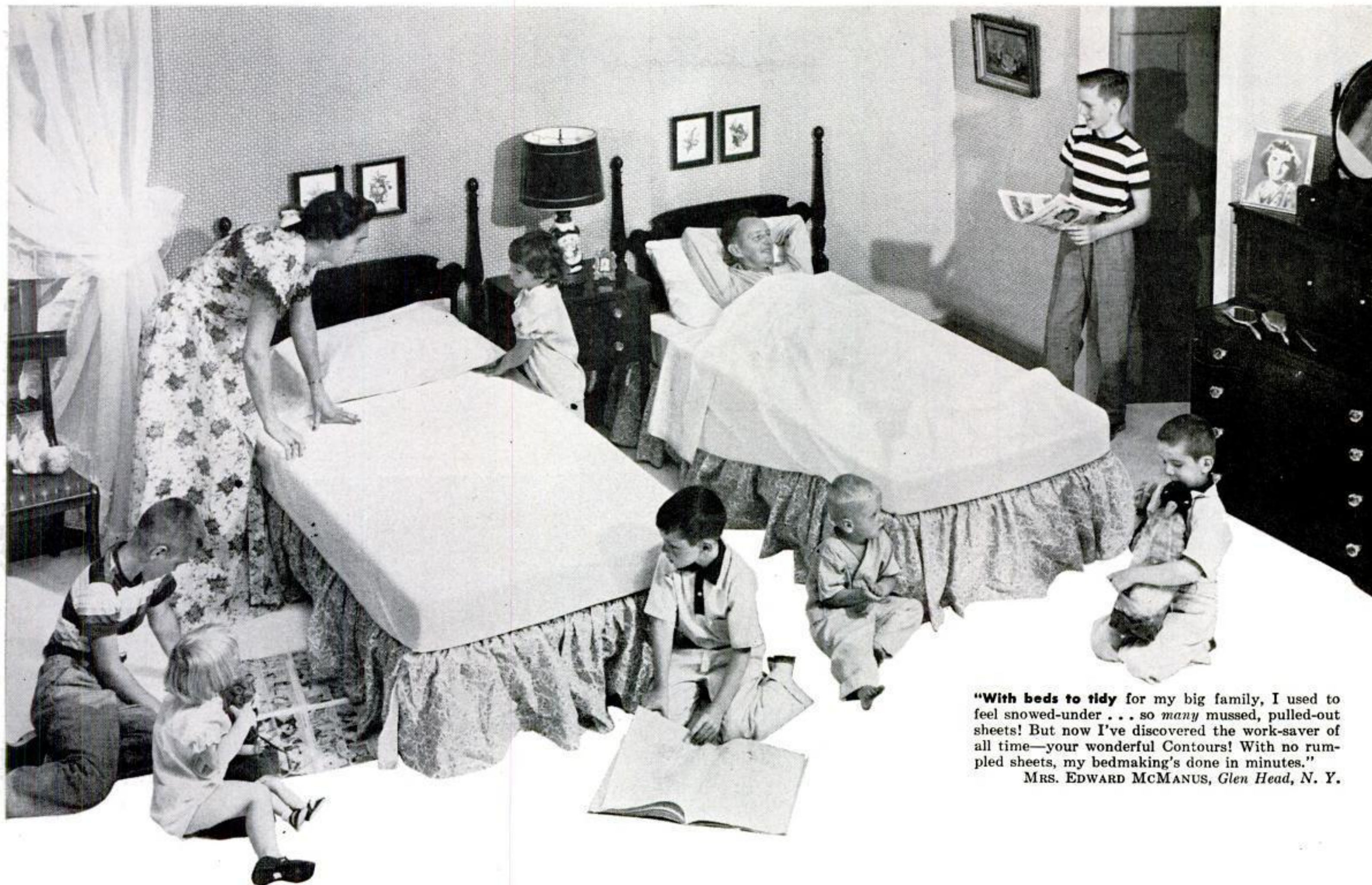


DUGOUT NEEDLERS, PeeWee Reese and Jackie Robinson, heckle St. Louis Cards before game. Dodgers have gabby bench as well as gabby manager.



DISMAYED DODGERS, with Coach Jake Pitler and Dressen in foreground, watch as Milwaukee player's home-run ball hits left center-field wall.

CONTINUED ON PAGE 162



"With beds to tidy for my big family, I used to feel snowed-under . . . so many mussed, pulled-out sheets! But now I've discovered the work-saver of all time—your wonderful Contours! With no rumpled sheets, my bedmaking's done in minutes."
 MRS. EDWARD MC MANUS, Glen Head, N. Y.

Women from all over the country write us . . .

"We mothers of big families know how time-saving Pacific Contours really are!"



"Such trim corners . . . much neater than I could turn! These four corners hold the Bottom Contour so smooth, my 7-year old remakes her own bed," writes this busy mother of five.
 MRS. J. BRITAIN PENDERGRAST, JR., Atlanta, Georgia



"Practically no ironing," says this mother who has laundry for eight each week. "I just slip the Contour Bottom on the mattress, and it looks smooth as paper on the wall!"
 MRS. FRANCIS X. FALLON, JR., Grand Rapids, Michigan

A FLOCK OF YOUNGSTERS means a flock of beds to make . . . and mother, that's when Pacific Contour sheets really come to your rescue! No tuck-in work day after day. No smoothing out wrinkles.

Already millions of homemakers have changed to Pacifics. They can tell you . . . with both Contour Top* and Bottom sheets you make beds *three-times faster*. And your bed boasts sleeker beauty . . . extra comfort.

Ah, the extra comfort of Pacifics!

The exclusive "Kick-Fold" in the Contour Top gives you six additional inches to stretch luxuriously. Two boxed corners hold it firm at the foot . . . keep you covered all night.

Surely you'll want Pacific Contours for every bed and crib . . . these slip-on wonders cost no more than old-fashioned flat sheets. Choose from a wide variety of colors, sizes, in Combed Percale and Muslin. Sanforized.®

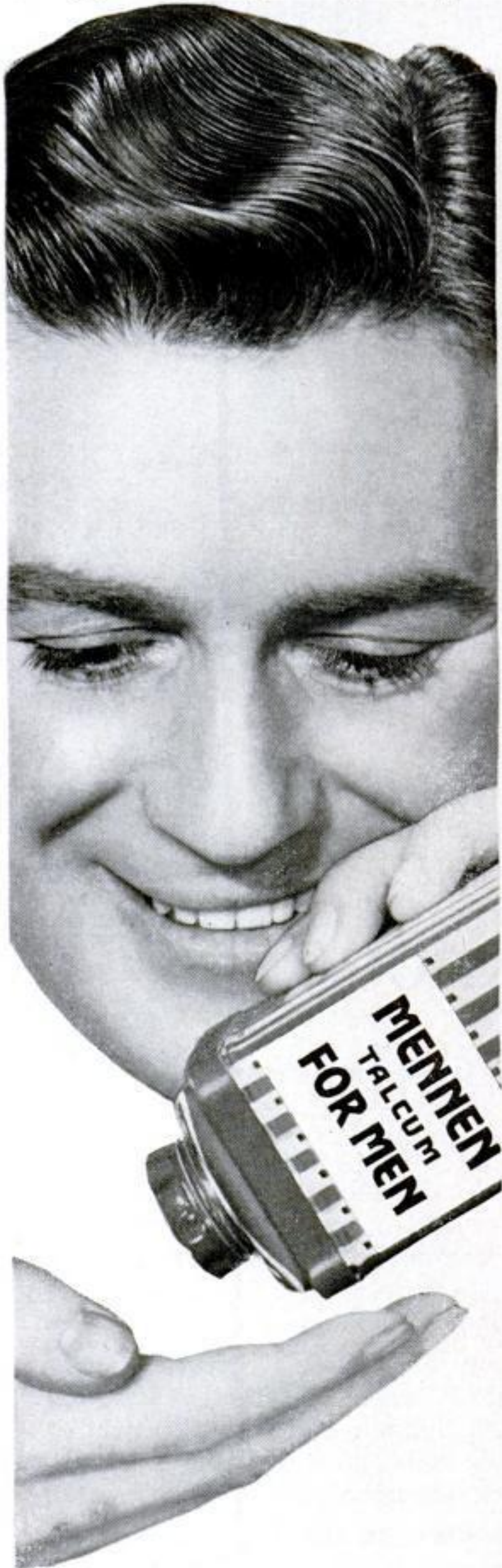
*Pat. Pend. "Contour" is the registered trademark for Pacific's fitted sheet

Everybody's changing to **PACIFIC Contour® SHEETS** —the way to faster bedmaking
 neater, more comfortable beds

PACIFIC MILLS, DEPT. L90, 1407 BROADWAY, N. Y. 18, N. Y. • PACIFIC CONTOUR TOP AND BOTTOM SHEETS • CONTOUR CRIB SHEETS • PILLOWCASES • SUPERSORB® TOWELS • PACIFIC SILVER CLOTH

AFTER SHAVING

Dims Shine Feels Fine Doesn't Show



Finishing touch for every shave! Neutral tint — won't show on your face. Helps cover nicks, blemishes. Finest Italian Talc — *hammerized* for ultra fine texture! Crisp scent!

P. S. Also try new white Mennen Bath Talc for Men!

MENNEN
AFTER-SHAVE TALC
FOR MEN

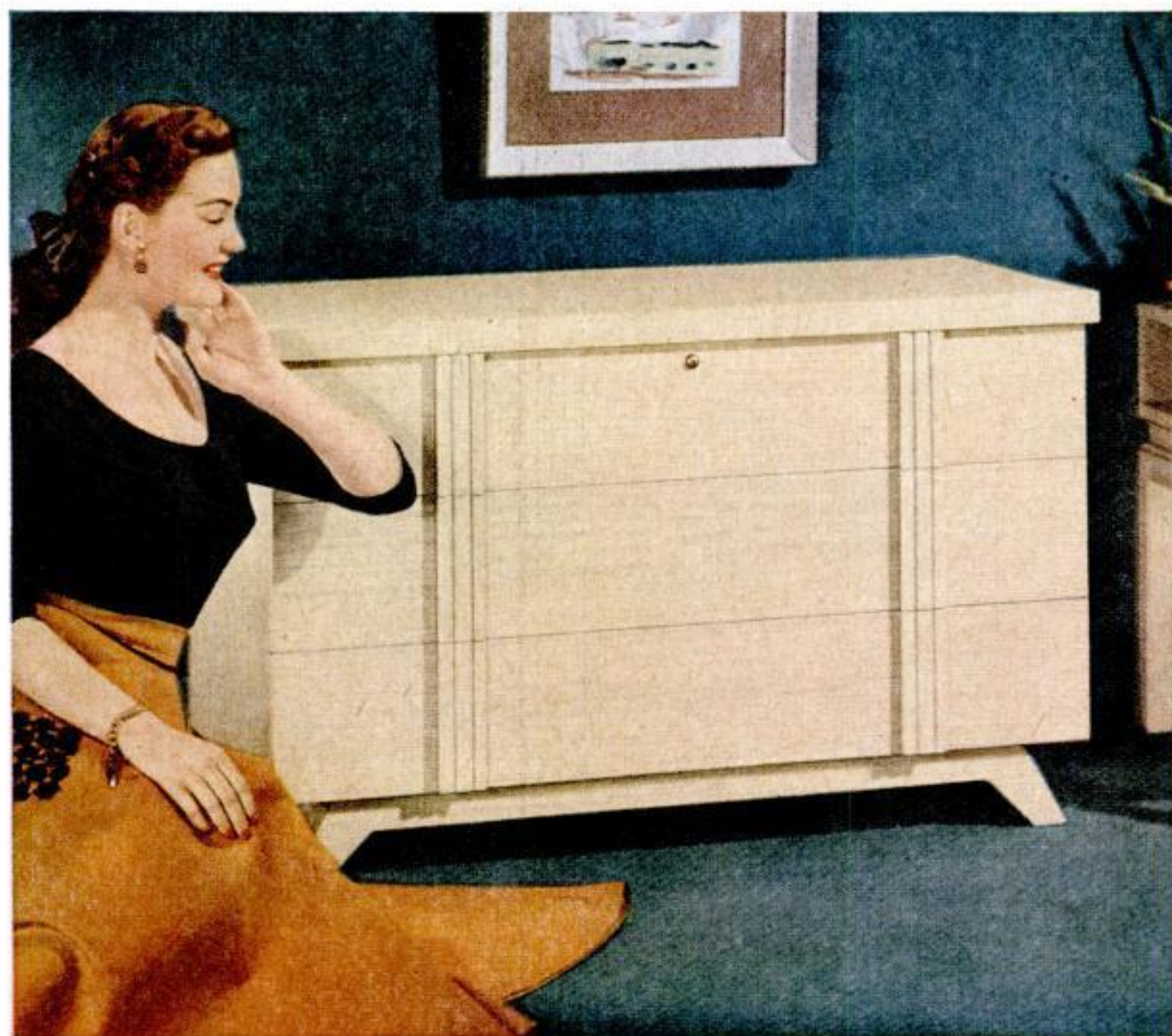


DODGER SPEED is displayed by Junior Gilliam coming into third. Dressen signals runner it is not necessary

to slide. Dressen thinks a manager's place is on the coaching line, not in the dugout—which is where Stengel stays.

Look! So many ways to say, "I love you"—with a...

LANE CEDAR CHEST



Beautifully clean-cut modern chest in blond oak; large drawer in the base. Model #2852. **\$79.95***
Also in Seafoam mahogany, model #2853; in Cordovan mahogany, model #2856. Each,

NO MATTER who she is—your wife, your daughter, your sweetheart—no matter how big or little the occasion, no other gift expresses your most tender thoughts quite like a Lane Cedar Chest.

If she's planning her future home, her Lane will be such a happy inspiration—and such a practical help. Magically, it gathers other gifts. Soon she'll have a glorious collection of down-soft blankets, silky linens, exquisite lingerie.

In addition, a Lane offers ideal protection for her most cherished belongings—fluffy sweaters, costly woolen suits and coats. It keeps everything sweet-smelling and new—safe from moths and dust—as no other storage method can. And just one garment saved from moths can pay for a Lane Cedar Chest!

Many Lane
Chests at...

\$49.95*

Easy terms

Lane is the ONLY pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application. Helpful hints for storing are in each chest.

The Lane Company, Inc., Dept. L, Altavista, Va.
In Canada: Knechtels, Ltd., Hanover, Ont.

ALSO MAKERS OF LANE TABLES

© 1953, The Lane Company, Inc.



Authentic Colonial chest in antique maple. Lane's self-lifting tray. Moisture-proof, Lane-welded veneers. Model #2260—\$69.95.*



Graceful Queen Anne lowboy in glowing mahogany. Full-length drawer in base for linens, silver. Model #2805—\$89.95.*



Streamlined modern in walnut with borders of Paldao wood. Self-lifting tray. Model #2972—\$59.95.* Table also by Lane.



Arresting modern in Seafoam mahogany. Base-drawer; tray. Model #2925. In walnut, model #2939. \$69.95.* Lane Table, #257.



Modern console in blond oak. Interior drawer, adjustable shelves. Fits in perfectly anywhere. Model C-108—\$99.95.*



Attractive modern in lustrous walnut. Self-lifting tray. Model #2874. Also in grey walnut, #2869. Each \$59.95.*



Streamlined modern in figured blond Sonora. Aroma-tight and pressure-tested. Self-lifting tray. Model #2700—\$69.95.*



Handsome 18th century chest in rich mahogany with self-lifting tray for storing smaller things. Model #2601—\$59.95.*



Streamlined modern in matched American walnut with touches of Paldao wood. Self-lifting tray. Model #2971—\$49.95.*



Stunning modern in blond oak, with self-lifting tray. Model #2966. Also in Seafoam mahogany, Model #2979. \$59.95.*



18th century chest in satin-finish mahogany. Full-length drawer in base, simulated drawers above. Model #2221—\$79.95.*



Striking modern in blond oak with simple, charming lines. Self-lifting tray. Model #2968. Also in walnut, #2995. \$49.95.*



IS THIS YOU—hauling out, hanging up, taking down 65 pounds of wet wash every week . . . in all kinds of weather? Do you risk clothesline breaks, rain, smoke, soot, and dust? Do you hang clothes in the basement when storm clouds gather?



OR IS THIS YOU?—having clothes dried automatically with your new Kelvinator Dryer? It turns irksome labor into new-found leisure. And with this newest dryer, you get drying that's safer, surer. Clothes are softer, fluffier, need less ironing and last longer!

ANNOUNCING KELVINATOR'S NEW The only one with



THROW AWAY YOUR
CLOTHESLINE, CLOTHESPINS,
CLOTHESBASKET!

Gently breeze-dries your clothes in any weather, any hour, any day of the week!

**New freedom from weather! New safety
for fabrics! New leisure for you!**

Now enjoy one of the world's greatest labor-savers—the new Kelvinator Automatic Dryer! Simply take the clothes out of your washer, toss them in your new Kelvinator Dryer—and the work's done.

Safer Drying

What's more—the work's done *safely*. For your Kelvinator Automatic Dryer works on a new, different principle that depends on more air—warm, balmy air—instead of excessive heat. That's why your Kelvinator is positively safe for all fabrics, including the new "miracle" fabrics and "crisp-treated" cottons, plastic buttons, too.

Completely carefree. No temperature dial to set or forget. No worries. Your Kelvinator fluff-dries clothes

quickly, gently, at super-safe temperatures. You can safely load rayon, nylon, dynel, Dacron* with your other clothes . . . remove at any time when dry.

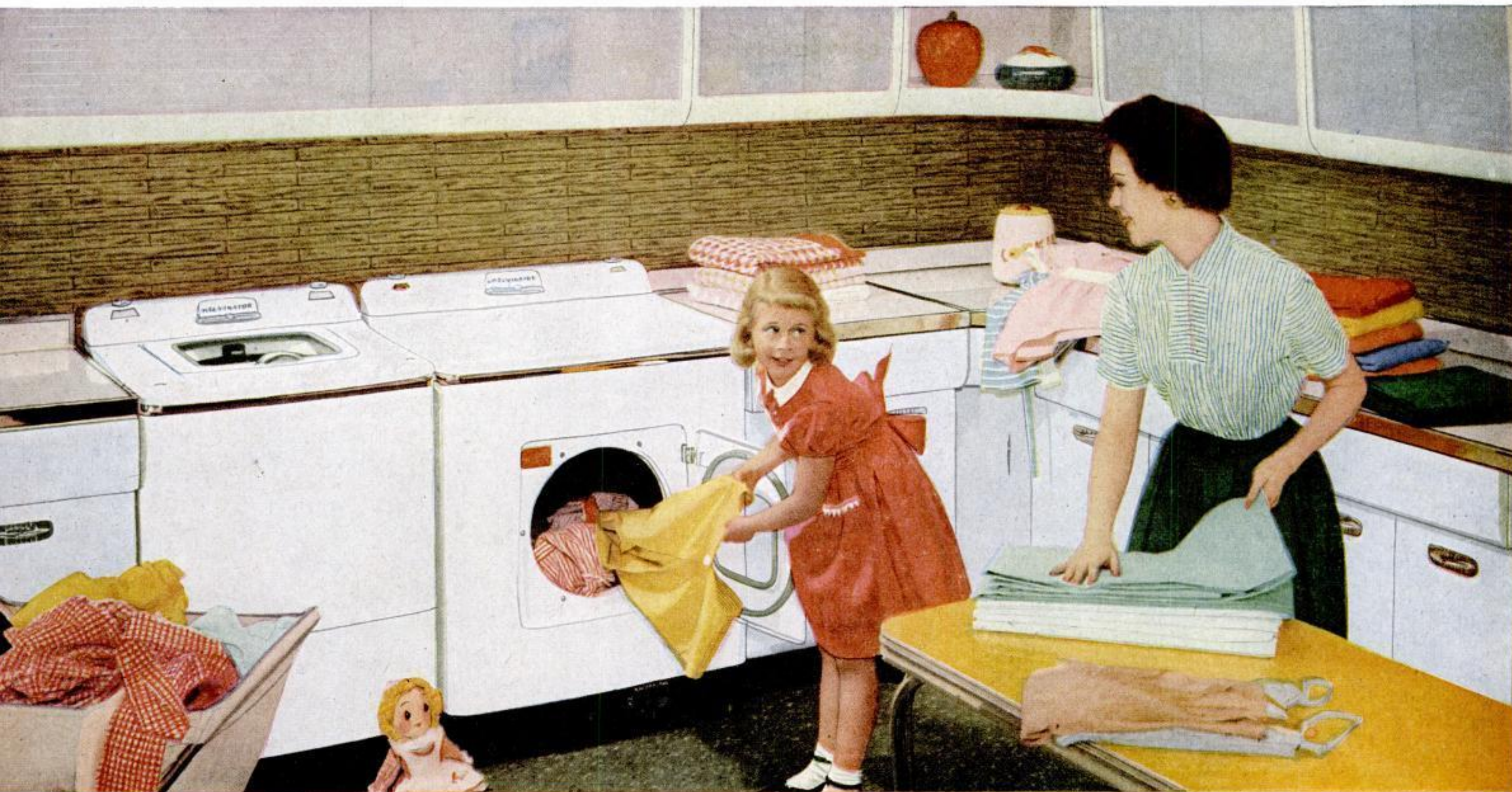
Dry A Load While Washing A Load

With your new Kelvinator Automatic Dryer, you can dry a load while washing another load—and save precious time. You can dry clothes at any hour of the day or night. And—you'll find that it will save you hours and hours of *ironing* time! Built as only Kelvinator knows how. Compare it with others. See it demonstrated at your Kelvinator Dealer's.

* © E. I. du Pont de Nemours Company

Electric Refrigerators • Electric Ranges • Home Freezers • Kitchen Cabinets & Sinks • Washers, Dryers & Ironers
Electric Water Heaters • Room Air Conditioners • Garbage Disposers • Electric Dehumidifiers





BRING JUNE INTO YOUR HOME with a new Kelvinator Automatic Dryer. Forget the whims of weather. Dry your clothes on bad days . . . and be free to enjoy the

fair ones. And for workless washing, get the sensational new Kelvinator Automatic Washer that gets dirty clothes really clean.

WORK-**SAVING** CLOTHES DRYER! these three safety features!

1. SAFE TEMPERATURE FOR ALL FABRICS.



NOW YOU DON'T HAVE TO WORRY whether any fine fabric can be dried safely! For your new Kelvinator Automatic dries them *all* without harm, with warm, gentle breezes, instead of high heat.

2. SAFE CYLINDER PREVENTS SNAGS, STAINS.



THE DRYING CYLINDER in your Kelvinator Automatic is glass-smooth porcelain. This protects clothes from snagging, tearing, excess wear! It cannot rust, cannot stain clothes. Lifetime finish!

3. SAFETY DOOR STOPS DRYER WHEN OPENED.



WHEN DOOR IS OPENED, dryer stops automatically. Here's a safety feature with children. Also permits you to inspect, add or remove clothes at any time.

- Operates on either 230 or 115 Volts.
- Interior flood light.
- Quietest operation;

IT'S TIME TO GET **Kelvinator**

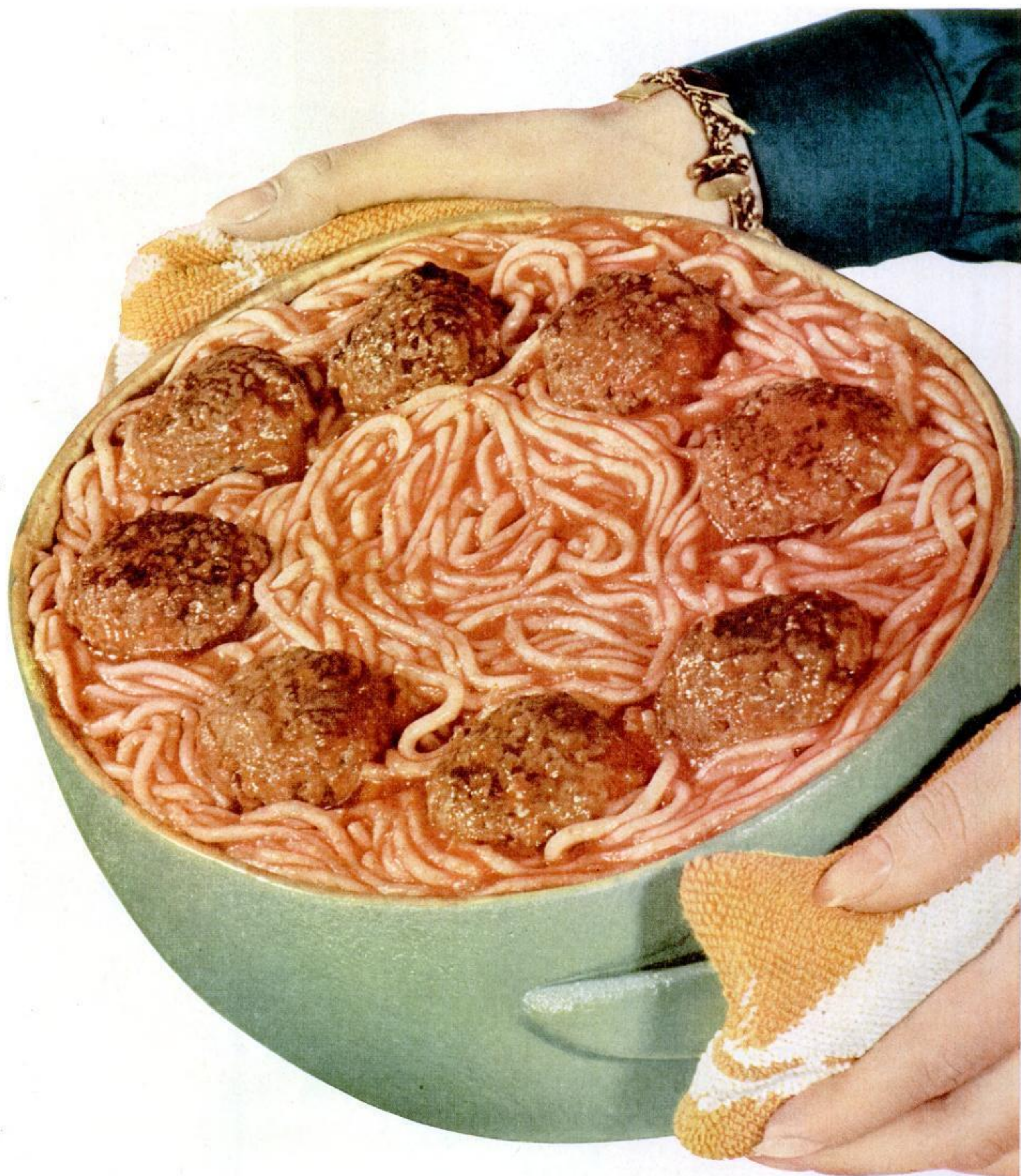
Division of
Nash-Kelvinator Corp.
Detroit 32, Mich.

and join the Kelvinator Parade to Better Living!





When the
teen-agers
want to
"cook"
for their
crowd...



QUICK!

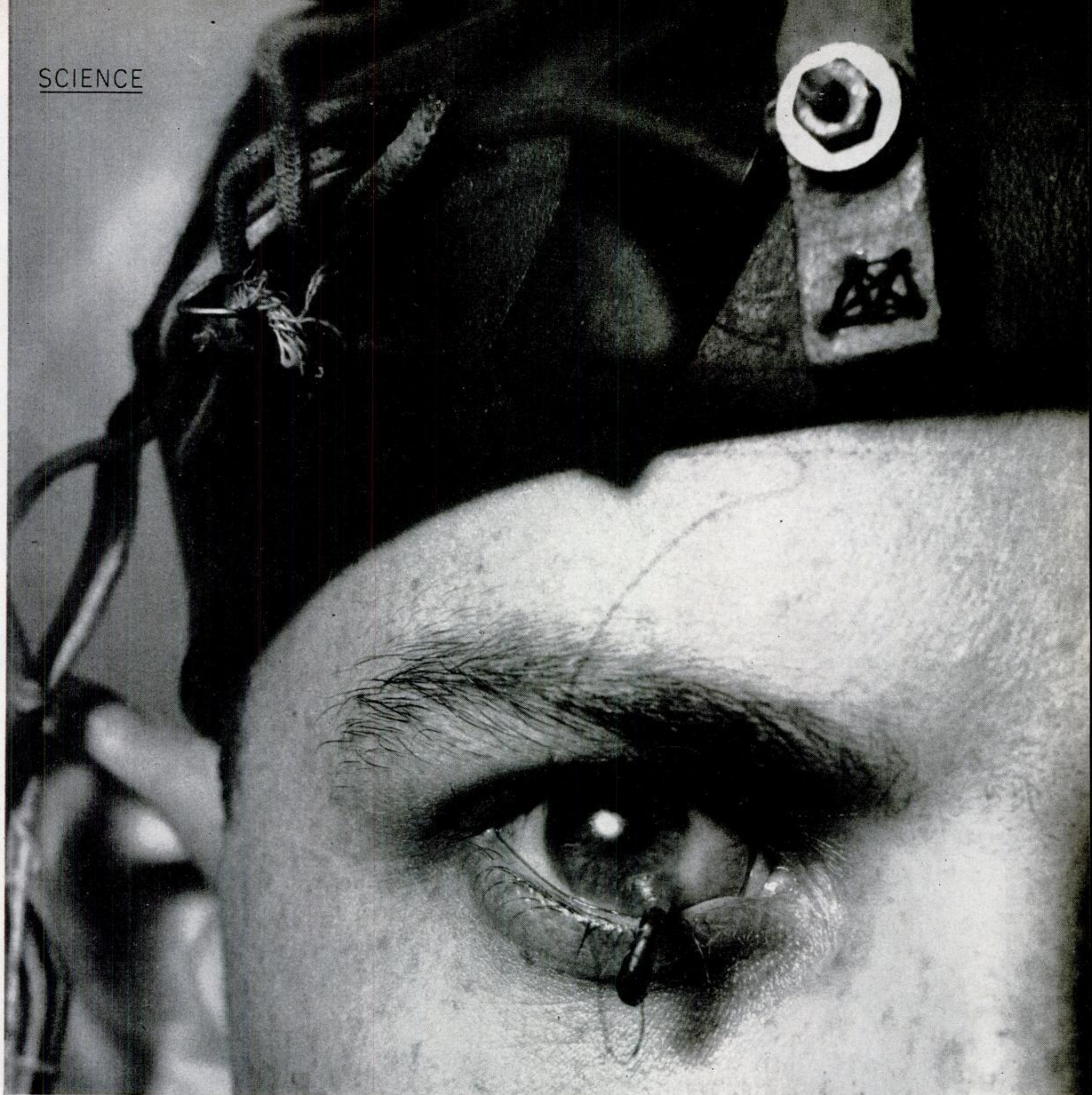


CHEF BOY-AR-DEE® **SPAGHETTI and MEAT BALLS**

Swell eating!
The sauce makes the difference
...the blending makes the sauce!

READY TO HEAT
2 CANS FEED 4 HUNGRY PEOPLE
ONLY ABOUT 14¢ A SERVING

To save time and money, make one night a week "Chef Night."
Try Chef Boy-Ar-Dee Ravioli, Spaghetti Dinner, Sauce with
Meat, Sauce with Mushrooms, Sauce with Meatballs, Spanish
Sauce, and Meat Balls with Gravy.



EYE ELECTRODE passes through lens to make contact with eye's surface. Currents generated by retina are conducted through fluid around eye and picked up by wire.

BITING BOARD steadies assistant Tom Cornsweet as he stares at the light source. Fine wires transmit the current generated by his retina when it responds to light.



SCIENTIFIC EYE MOTE

Ocular oddities give some new facts about vision

Though scientists have examined the human eye with a great variety of strange instruments, the strangest of all are those recently developed by Dr. Lorrin Riggs of Brown University. The basis of Dr. Riggs's rigs is a glass contact lens which fits snugly over the eyeball. To the lens is attached a tiny electrode (*above*). With the electrode Riggs has been measuring the minute electric currents which the retina of the eye generates when it detects light (*left*). The retina's electrical response differs for different colors and different light intensities, and Riggs hopes to discover how these currents are generated and what role they play in distinguishing colors and objects. Like most purely scientific researchers, Dr. Riggs has no specific practical goal in view, but he has already demonstrated a surprising fact about the human eye (*next page*).

FOUND

—the clue
to Gentler
Shaves



For centuries, people have known that men who tended lambs and sheep enjoyed amazingly firm, but smooth, hands, but they did not know the cause

It is now known that it is the lanolin in the sheep's wool which gives shepherds their wonderfully soft hands. Lanolin *does* soften the skin . . . but it also is the substance that tends to *waterproof* the sheep's wool.

In shaving, you want the softening—but you *don't* want the waterproofing effect.

Now a great advance, developed from lanolin, softens your skin and your beard—and lubricates your face as you shave.

This wonderful new substance is called Lanotrate²⁵. This new ingredient gives you twenty-five times the beneficial property found in an equal amount of ordinary lanolin.

Exclusive in Williams

Lanotrate²⁵ is found only in Williams Shaving Creams, whichever type you prefer—New Instant Lather . . .

Williams *Regular* Lather . . . or Williams *Brushless* Shave, Glider.

Now these Williams Shave Creams all contain Lanotrate²⁵

INSTANT
LATHER



LATHER



BRUSHLESS
GLIDER



Cleans Car Upholstery ... like new!

EASIER . . . FASTER . . .
SAFER . . .



The Perfect Upholstery
Cleaner for Your
Home, Too!



At your favorite
grocery, department,
hardware, drug and variety
stores.

Just brush It On!

No after-rinsing or wiping. Glamur penetrates, then evaporates. Instantly removes dust, dirt, hair oil and perspiration soils, etc. — refreshes the color — leaves no rings.

Takes Only 30 Minutes!

Cleans entire car interior — door and ceiling upholstery, seats, floor rugs — in half-hour. Fast-drying and odorless — car can be used same day.

\$25,000

Says It's Safe!

\$25,000 insurance on every bottle guarantees Glamur is safe. Won't harm fabric. Safe to inhale — harmless to children and pets. Non-inflammable.

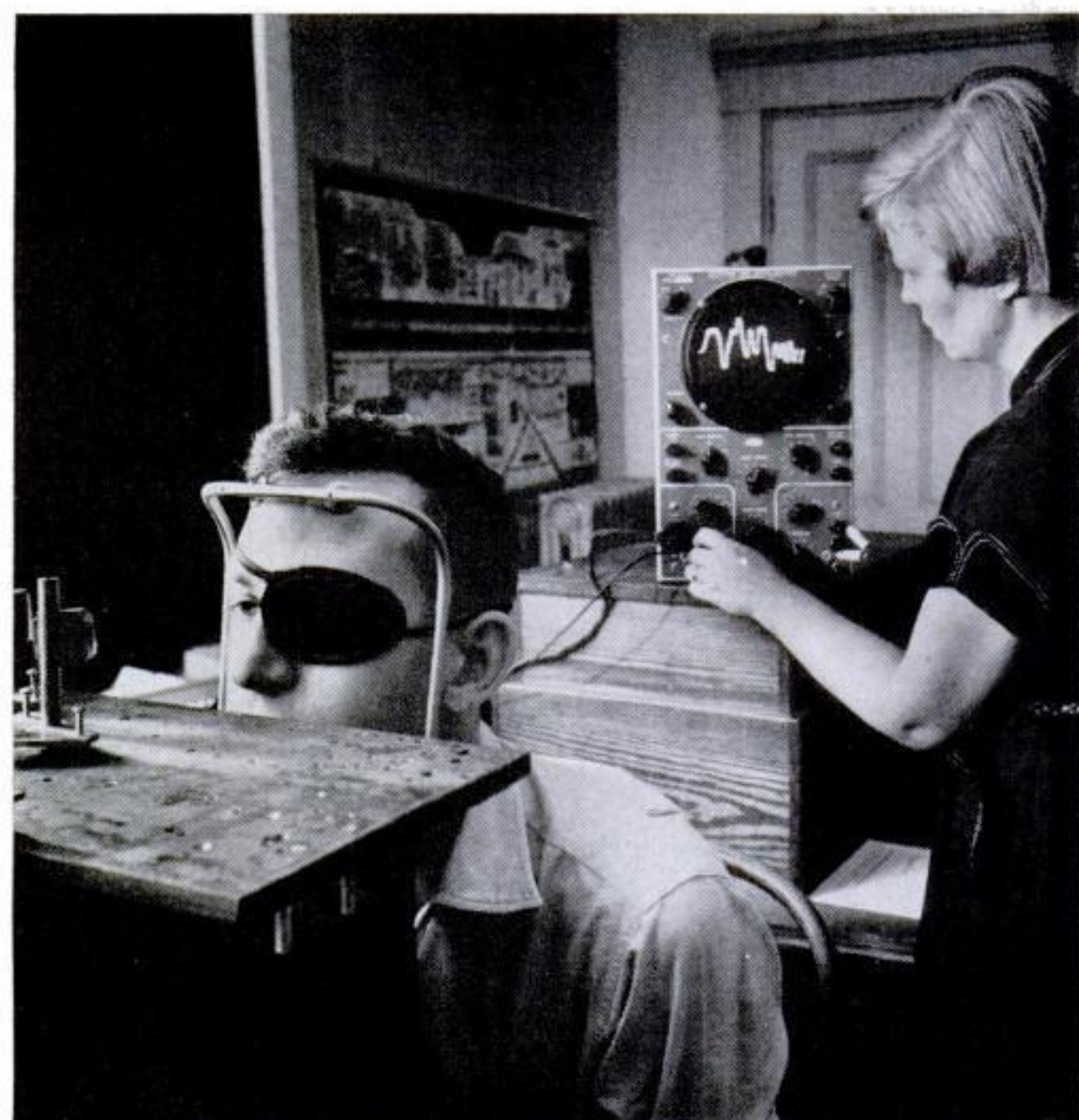
ONLY
89¢
CLEANS ENTIRE
INTERIOR
OF CAR

Special Applier Available

• At auto supply stores, service stations.
(Also available in Canada.) Write for name
of nearest dealer.

HOSID PRODUCTS, INC. HOSID BUILDING, SYRACUSE 3, N. Y.

Scientific Mote CONTINUED



Eye's vibrations are amplified on the screen of an oscilloscope (rear) as an assistant stares steadily at a tiny spot on the little post in front of him.

EYE SHIMMIES SO IT CAN SEE

To determine how the eye concentrates on a fixed point, Riggs mounted a tiny mirror on one side of a contact lens. Wearing the lens, an assistant stared straight ahead (above) as Riggs played a light on the mirror and picked up its reflection on an oscilloscope. The scope showed that the reflection, and hence the eye, moved slightly but rapidly from side to side. This proved that the eye itself oscillates, and Riggs deduced that the individual cells of its retina were easily saturated by a constant impression. The eye, he thought, vibrated so that single cells would rapidly receive and register new impressions to prevent the total image from dying out. To prove that retinal cells would black out if they registered the same impression constantly, he built an even more complicated piece of apparatus (below and p. 170).



TINY MIRROR, attached to contact lens worn by Dr. Riggs, reflects glint of light. Because lens fits eyeball snugly, it follows each movement of the eye.

CONTINUED ON PAGE 170

LOVE YOUR FREEDOM when you're on the go—in sports-clothes, sweaters, jerseys! It's Warner's all elastic A'Lure® with soft nylon cups for a gentle rounding. #1045...\$3.95.

TO DISTRIBUTE YOUR CURVES in the tulip-tops! This long-line petal-cup gives you a lovely division, shapes a trim middle, too. In nylon. #1333...\$5.95. Short-line, #2299...\$3.95.

YOU'RE UP, YOU'RE DOWN! Through a busy day, this cotton bra keeps pace. Circle-stitched to lift lightly—it can't bind or ride up, thanks to a stay-put elastic band. #2129...\$2.95.

OUT-AND-OUT ELEGANCE—for evenings out! Warner's Merry Widow—Cinch, half-bra and garter belt. In nylon marquisette and elastics, #1311...\$12.50. In cotton, #1315...\$10.



Whatever you're up to...you'll be fit'n pretty with a Warner-Wonderful Bra Wardrobe

For evening elegance or everyday—there's a Warner's to fit the occasion,
the fashion and *you*! Be outfitted now with the just-right styles...to lift your spirits
as much as your charms, give you that sweet sense of looking
your loveliest in *everything* you wear and do!

WARNER'S
*REG. U. S. PAT. OFF.
Bras · Girdles · Corselettes

AT THE NICEST STORES IN THE U.S. AND CANADA

what I'm doing
makes a lot of sense




The instant you put your cigarette—any cigarette—in this Dunhill holder, smoking becomes *cleaner*, safer, more pleasurable.

The exclusive Denicotea crystal filter purifies the smoke as no ordinary cotton, paper, or fiber type of filter possibly can. You'll know the difference in your nose and throat—in sweeter breath—in cleaner fingers and teeth.

Millions of people, all over the world, including a significant number of physicians and dentists, use and recommend the Dunhill Denicotea.

Three lengths, 2.50 and 3.50 including extra filters. At stores everywhere.

This crystal filter does it 
No cigarette can contain a filter *this* good . . .
this long . . . *this* thirsty . . . for nicotine and tars!

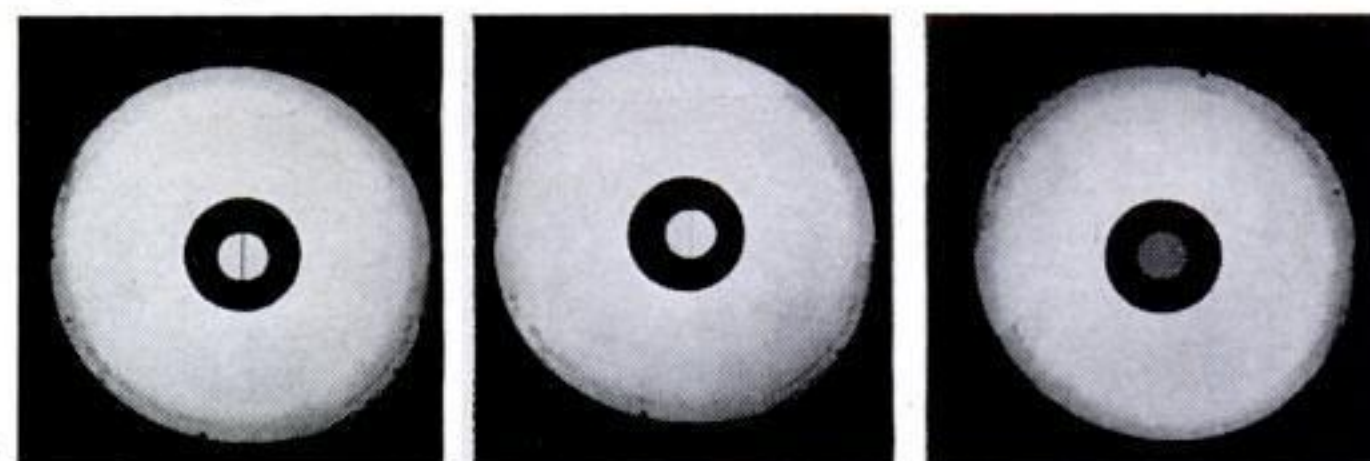


DE-NICOTEA cigarette holder
FOR SMOKERS WHO THINK

Scientific Mote CONTINUED



VISION WITHOUT VIBRATION is achieved in the apparatus above. A beam of light with a verticle line in it is reflected onto the eye mirror, which in turn reflects it down onto a card. Right eye sees spot of light on the card through a set of prisms. It also receives a second image via one of the prisms—a large white disk with a black spot at its center. To the viewer the two images appear superimposed as a small disk of white light with a vertical line centered on the larger black disk (*below, left*). As his right eye vibrates, so does the mirror on his contact lens, shifting image of the smaller disk so it is always detected by the same set of retinal cells. Gradually the small image vanishes as the viewer stares at it. First the thin line begins to disappear (*below, center*). Finally the whole spot fades out and grows dark (*right*). This, says Dr. Riggs, proves that the eye must vibrate to retain a steady image.



SACONY'S jewel-buttoned jersey tweed suit goes to Paris on Diana Latta, American girl now working in art department of famous French magazine "Elle." This style is 49.95.



CONNOISSEURS OF TWEEDS and horses, the Peter Atwill Griffiths divide their time between a Maryland farm and a New York City apartment. Here Mrs. Griffith wears Sacony's slim-skirted tweed suit with the boldly plaided jacket. Suit is 49.95.

NEW BREED OF TWEED

Sacony jersey tweed suits look like pure Scotch, cost low 49.95

There is almost no limit to what a woman can pay for a good tweed suit. And a wearer of expensive tweeds soon becomes a connoisseur, sniffing out the good from the not-so-good with unerring instinct. Last week Sacony magnetized an audience of tweed-knowing fashion editors with a collection of suits in what appeared to be dizzily priced, peat-fragrant tweeds. Breaking into the applause, a company executive made a bombshell announcement: the suits would be in stores this week at 49.95 each. As the editors stared in disbelief, he went on to explain that the nubby-surfaced suitings were constructed of choice worsted yarns—but on American *jersey* machines rather than Scottish looms. This gives them certain advantages over traditional tweeds. Their natural resilience makes them fit better, do more for a woman's figure. They don't wrinkle easily, can be packed over and over again without pressing. And they have less tendency to bag at the elbows and sag at the seat than conventional tweeds. Two of the styles shown here come in petite as well as misses sizes, the third comes in misses and women's half sizes. For store names, women can write to Sacony, College Point, Long Island, N. Y.



DAZZLING television-actress Margaret Hayes (who in private life is Mrs. Herbert Bayard Swope, Jr.) lunches at New York's famous Sardi's. Note citified elegance of her suit, Sacony's double-breasted model in shape-holding jersey tweed. This costs 49.95.

ADVERTISEMENT: copyrighted by Sacony

TRIBUTES TO SOME PEOPLE WE ALL LIKE:



Chrysler Corporation salutes the man who ferries the merriest, shiniest, most valuable cargo on earth...

the school bus driver. Amid wriggles and tumbles and scuffles and spitballs...pelted with laughter and tickled with pigtails...he keeps a cool and magnificent command of the road in front of him, and the loads behind him. Next time you pull to a stop beside him, when he's gathering them in or letting them out so safely and patiently, take a good look at a man who is everything that a driver should be.

ALTOGETHER some 7 million American boys and girls get to school and back by bus. Some 120,000 grown-ups carefully take the wheels to get them there. Some are full time drivers. But many are public-spirited citizens who take time out from their regular duties to make the school-bus rounds.

As motor vehicle manufacturers, Chrysler Corporation is naturally proud that a large number of these buses bear the name of Dodge, with all the safety and dependability



that Chrysler Corporation engineering and construction stands for in any motor vehicle. But it is just as fellow citizens that we are especially proud to salute the skill and responsibility of the men and women who twice a day pick up so much of America's future to deliver it safely to school and then back home.

This message about people we all like is presented by your PLYMOUTH • DODGE • DE SOTO CHRYSLER • DODGE "JOB-RATED" TRUCK dealers, and

CHRYSLER CORPORATION

by EDGAR A. GUEST

*He takes to school the children small.
A service done for us
And watches over one and all—
The man who drives the bus.*

*He shares the children's chatter gay,
To them his name is known.
He guards them safely day by day
As though they were his own.*

*Not lightly can his task be faced.
Fair days, or snow or rain
In him the parents' trust is placed
To bring them home again.*

*Oh school bus drivers, one and all
Be heartening it must
To have the care of children small
And know so great a trust.*

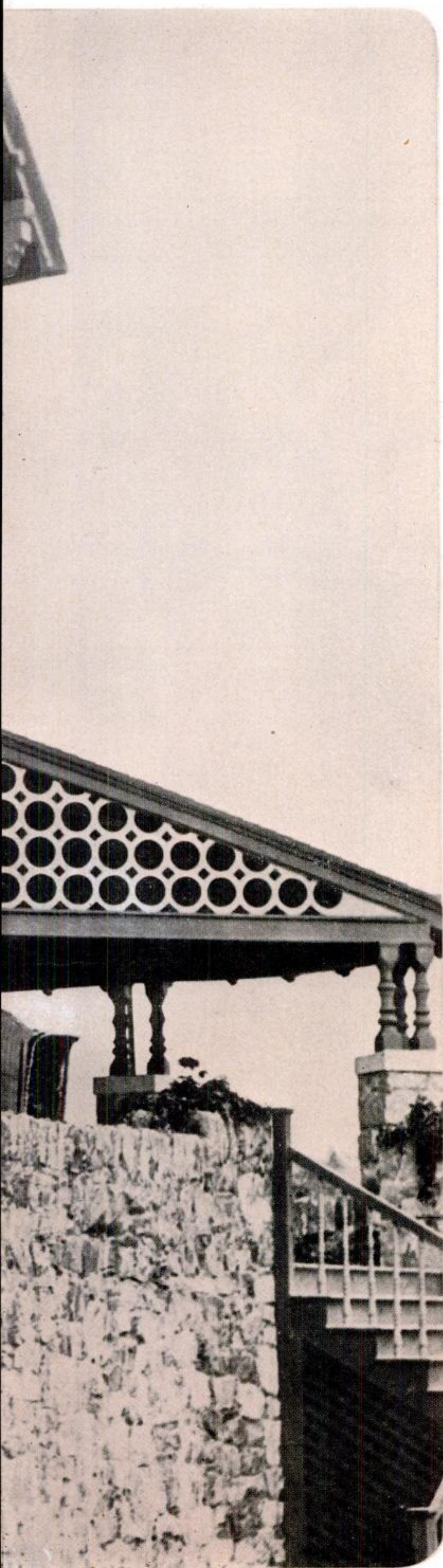
If you would like a reprint of this poem, suitable for framing, write Chrysler Corporation, Dept. RSI, 341 Massachusetts Ave., Detroit 31, Michigan.

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Watch "Medallion Theatre" every week. CBS-TV . . . Dramatic entertainment for the whole family. See local paper for time and station.



IN GREAT COMPANY, Senator Lodge (*center, leaning forward*) in 1889 joins President Harrison (*left*) and Secretary of State Blaine (*right of Harrison*) in Bar Harbor.



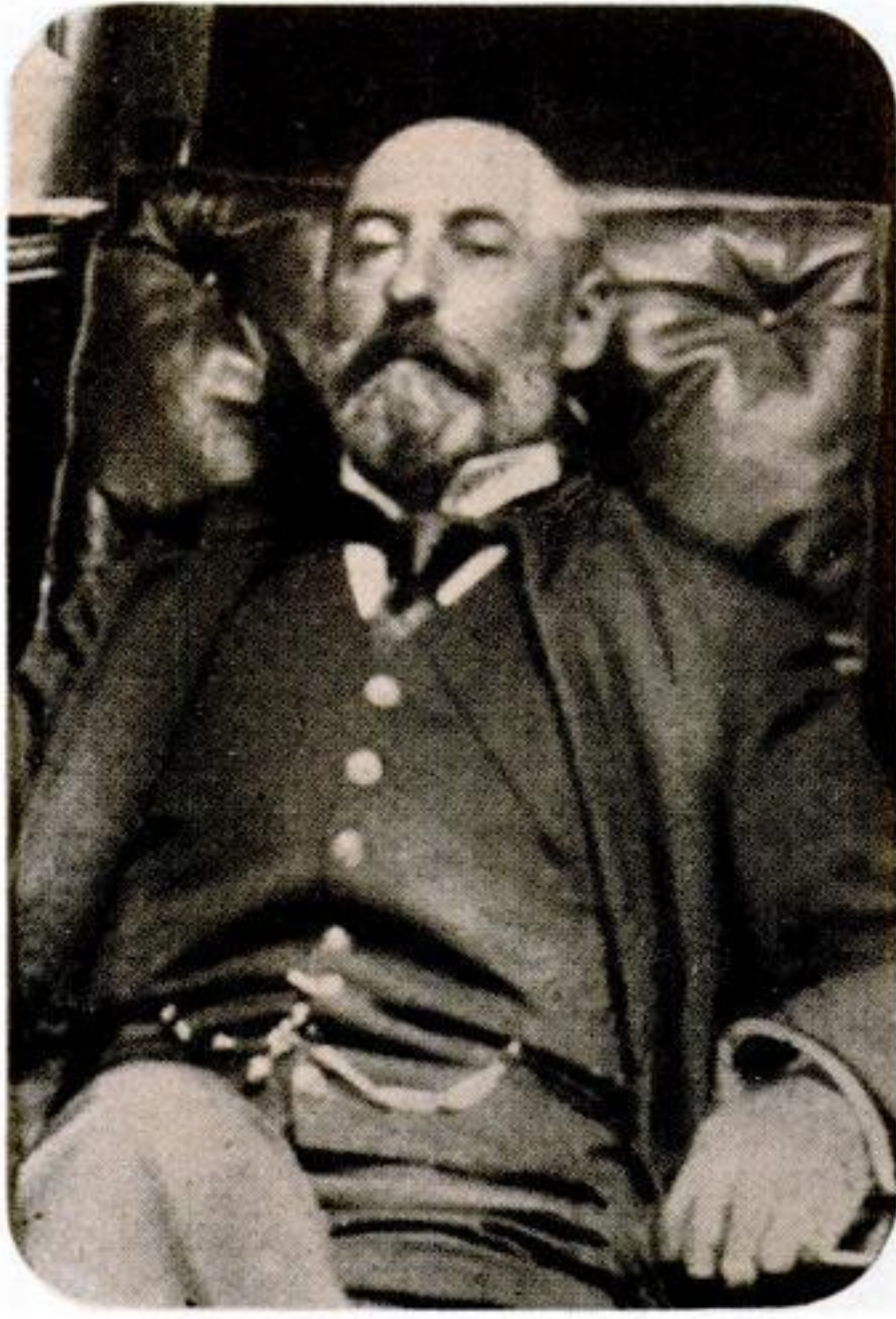
ALONE in 1915, Lodge stands on porch. Friend wrote on photo: "... like a cat looking out of a window."

A FRESH LOOK AT LODGE

New book, old photos explain a debated figure

The turning wheels of world events this year brought a famous name again into a historic position when President Eisenhower appointed Henry Cabot Lodge Jr. to be U.S. delegate to the United Nations. He is the grandson of Senator Henry Cabot Lodge of Massachusetts who, more than any other man, has been blamed for blocking the entry of the U.S. into the earlier attempt at world organization, the League of Nations. The fires of the elder Lodge's fierce controversy with President Wilson over the League smolder on, still distorting most views of both men. But this month a new biography by Professor John A. Garraty of Michigan State College, to be published by Alfred A. Knopf, gives a new look at the elder Lodge. This is the first time a biographer has used the Lodge family archives—from which these revealing pictures are also drawn.

The elder Lodge here emerges neither as a Republican's saint nor a Democrat's devil but as a politician who had made his mark long before the climactic battle with Wilson. As far back as 1889 he was distinguished enough to be invited to join President Harrison as Secretary of State James G. Blaine's guest at Bar Harbor (*left*). Through his long career Lodge was a man of dogmatic independence. A Republican regular, he often challenged party policies from within. A protectionist and sound money man, he also campaigned against his fellow Republicans for regulation of business and the railroads to discourage socialism. Though his fellow Bostonians looked with suspicion on the liberal opinions of Oliver Wendell Holmes, Lodge earnestly recommended him for the Supreme Court. In foreign affairs, where he was the party's ranking expert, he favored a bipartisan approach. Never an isolationist he, like his great friend Theodore Roosevelt, believed that the U.S. had a manifest destiny to play a great part in the world. History may not have accorded Lodge equality as a statesman with such great New Englanders as Adams, Webster and Sumner, but he was certainly their equal in force and effectiveness in the U.S. Congress.



HIS FATHER-IN-LAW, Admiral C. H. ("Shakey") Davis, headed Naval Observatory when young Cabot met his daughter.



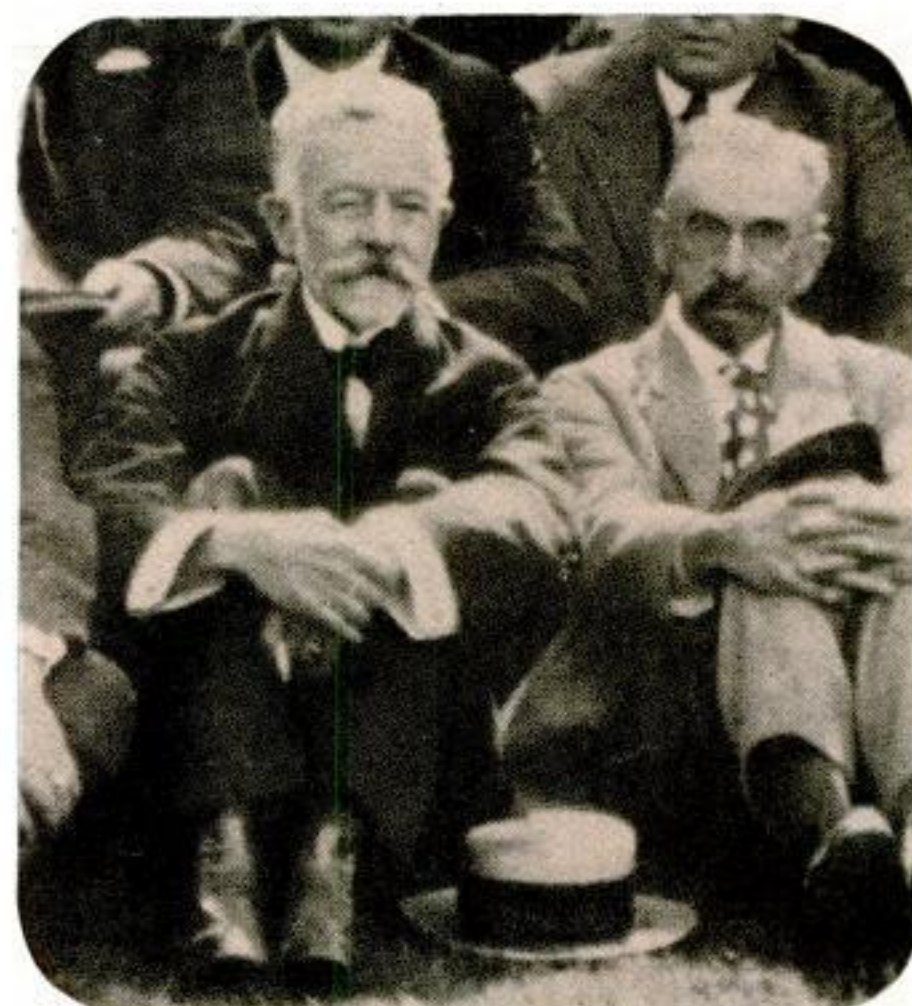
HIS WIFE Nannie, said Teddy Roosevelt, "looked as a queen ought to look, but as no queen I have ever seen does look."



HIS SON George was a fine poet. Here he sits at home with sons Henry Cabot Jr. (*left*), now U.N. ambassador, and John, now Connecticut governor. In back, his wife and daughter Helena.



A KNEE-HOLDER, Lodge started habit at school (left). He kept it up through life, whether sitting sociably with his wife (center) or officially at a rally.



A MAN OF FAMILY AND POSITION

Henry Cabot Lodge was born in 1850 to a family of energy, wealth and distinguished lineage. His father was a Boston merchant prince whose clipper ships sailed to China; his mother, a Cabot, was granddaughter of a confidant of George Washington and Alexander Hamilton. Young Cabot was both a normal and a proper Boston boy. He threw snowballs at passers-by from the Beacon Hill rooftops, but he also listened decorously to the famous visitors—the poet Longfellow, the historian Prescott—who came frequently into the Lodge home. He went to a “Latin” school and, of course, to Harvard, where he distinguished himself more in dramatics than scholarship. The day after he graduated he married a cousin, the beautiful violet-eyed Anna Cabot Mills Davis.

At this time, wrote Lodge, he had “no taste, no aptitude, no mastering passion.” He traveled in Europe; he went perfunctorily through Harvard Law School; he joined the bar. He took real delight in his two growing sons and daughter. Then Henry Adams, under whom he had studied at Harvard, got him a job as an editor of the *North American Review*. History, writing and editing suddenly became Lodge’s taste and

aptitude. He wrote creditable biographies of Hamilton and Webster and an excellent two-volume biography of George Washington. He worked hard and actually earned as much as \$3,000 a year—good pay then for an editor, but for a Lodge just about enough to pay a few gardeners at the family’s big summer place at Nahant.

Then in 1879 Lodge found his mastering passion: politics. He ran for the state legislature from his district and won—with the unsought help of the local liquor dealers who approved Lodge’s opposition to a liquor law which made them financially responsible for damage by drunks. He went to the Republican Convention as part of a group opposing the nomination of James G. Blaine. When Blaine won the nomination, Lodge supported him as a matter of party loyalty. Some of Lodge’s best Boston friends never spoke to him again for backing a man they considered a disgrace to the party. But party regularity, which Lodge considered a matter of principle, paid off practically. He was given the congressional nomination in 1886 and won the election. Now he was in Washington where he was to stay and grow great and influential for almost four decades.



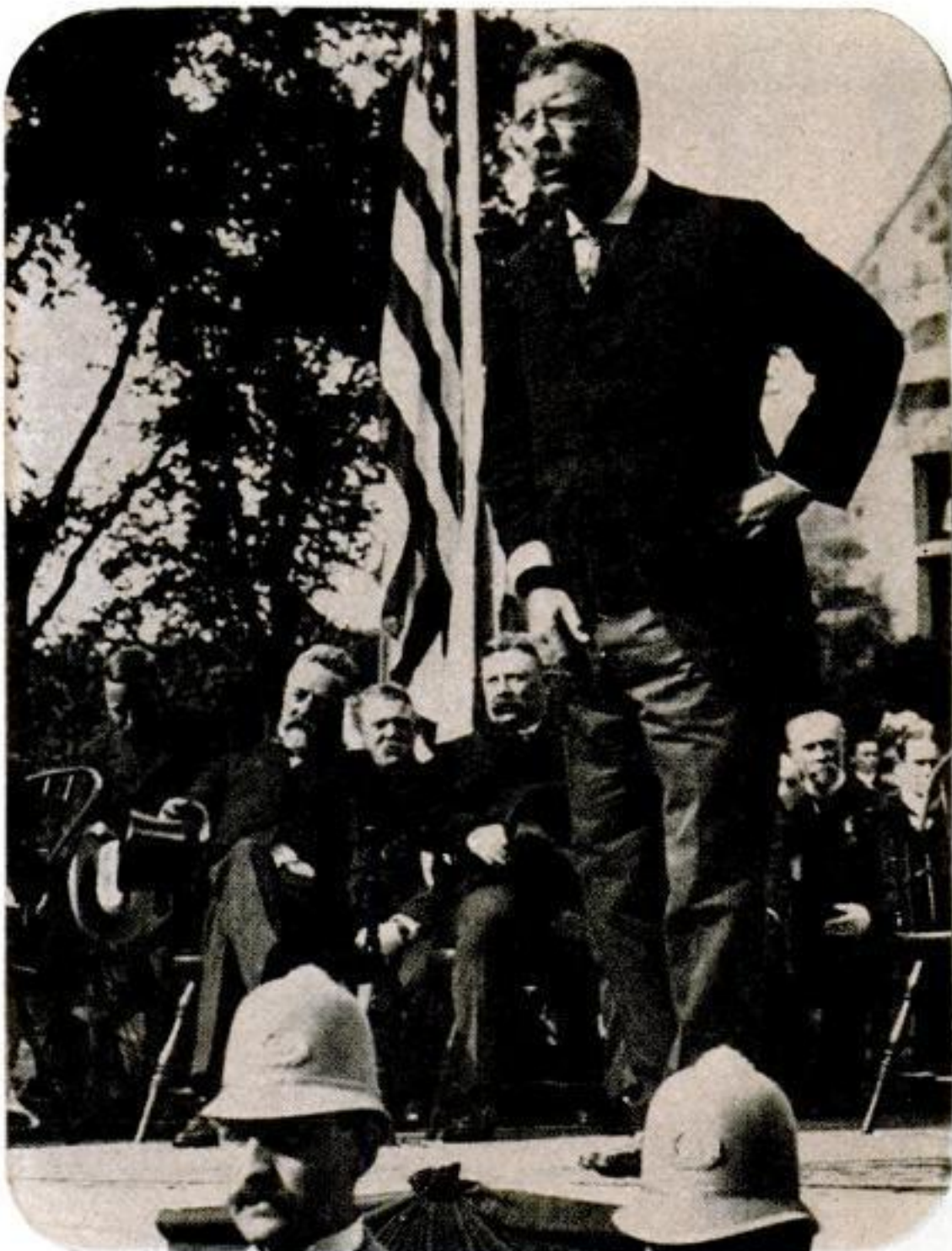
AN ACCOMPLISHED ACTRESS, Lodge played female roles in Harvard theatricals—Lady Macbeth (left) and Fair



Imogen in a Hasty Pudding show. He loved theater so much that he paid for chance to act bit parts in Boston operas.



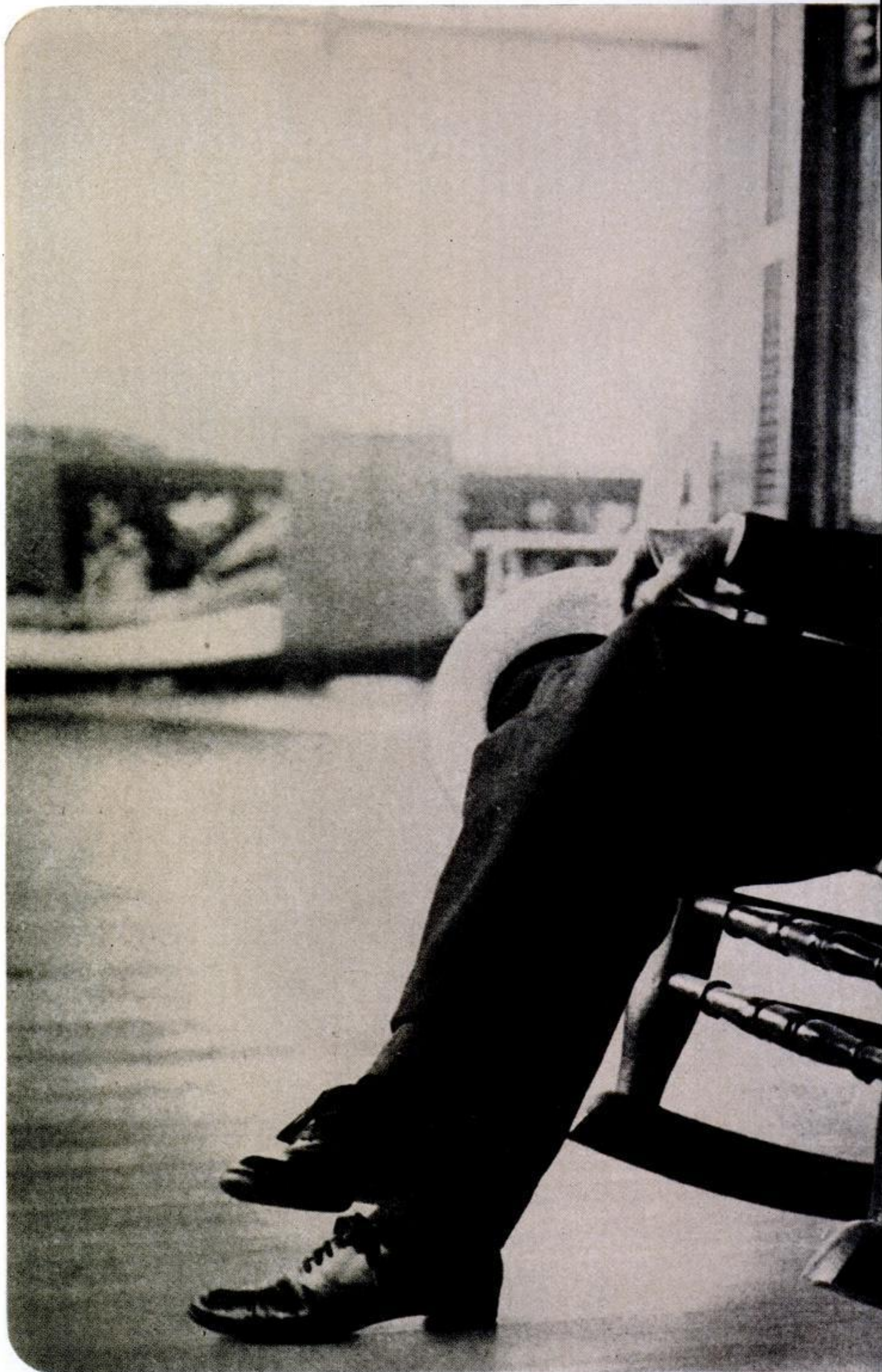
HORSEMAN LODGE enjoys jumping on beach near his home.



CLOSE FRIEND, Teddy Roosevelt, speaks at Nahant rally. Lodge is at left, a quizzical look on bearded face.



HORSEMAN ROOSEVELT jumps. He rode daily with Lodge.



ON THE PORCH OF HIS SUMMER HOUSE AT NAHANT CONTEMPLATING THE SEA, HENRY CABOT

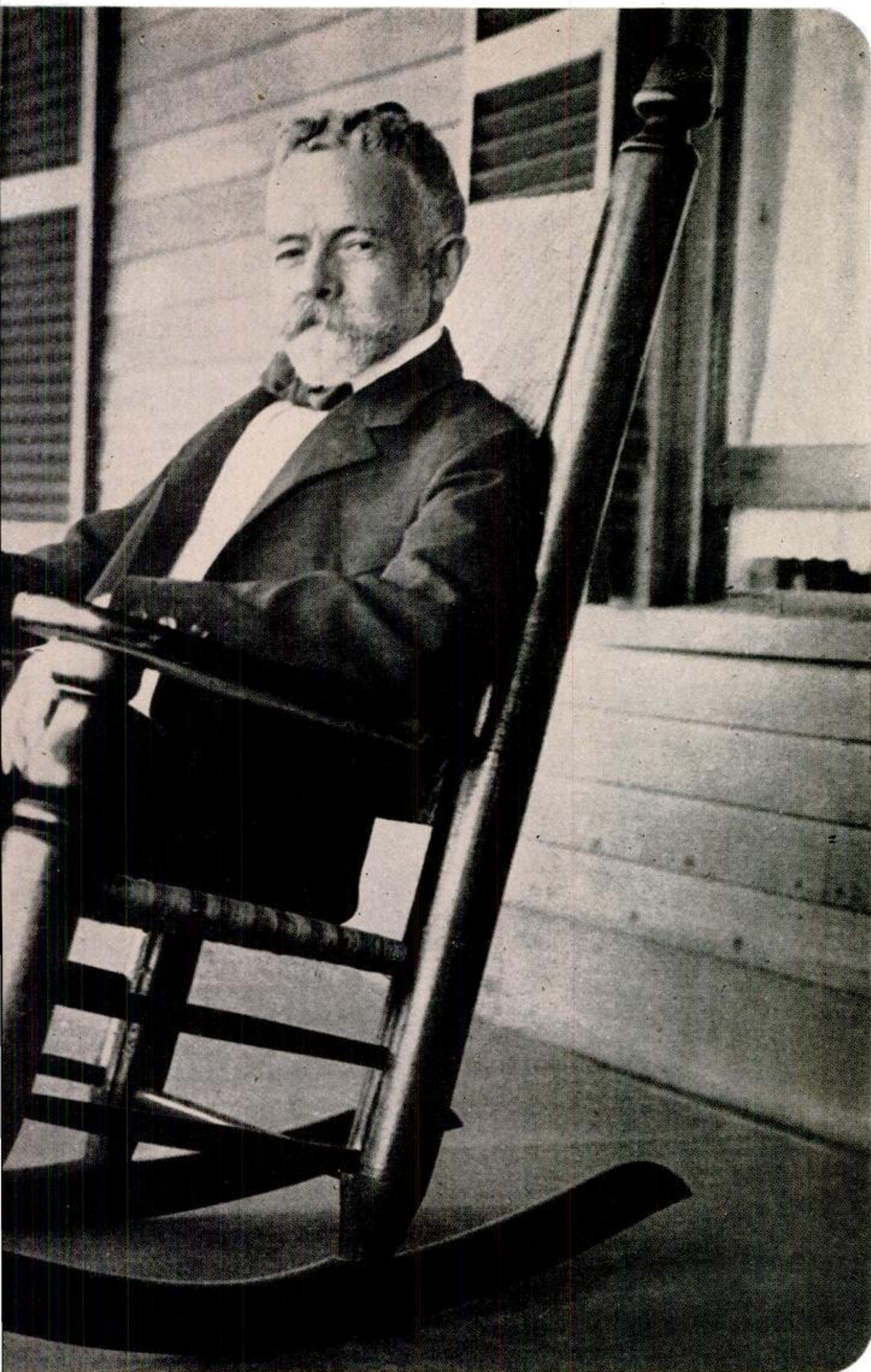
FRIEND AND MAKER

As congressman for six years and then as a senator the rest of his life, Lodge was the friend and frequently adviser of every president from Harrison to Taft. He was also the maker of one president—Theodore Roosevelt. He met "T.R." in the early 1880s at Boston's exclusive St. Botolph's Club and the two became quick and fast friends. Both were interested in politics and in reform. Having shepherded civil service reform bills through Congress, Lodge got T.R. a position on the Civil Service Commission, his stepping stone into national political life. Later, through Lodge's influence, Roosevelt was named Assistant Secretary of the Navy.

Then, in 1900, through Lodge's persuasion, T.R. agreed to run for the vice presidency.

The two men were so close that T.R. as president once said of Lodge, "There is no one who knows my mind better and whom I trust more." Once they broke—in 1912 when T.R. bolted the party as a Bull Moose. Despite this breach they remained friends and were soon reunited in their distrust of Woodrow Wilson.

To Lodge, now chairman of the Foreign Relations Committee, Wilson was a man with "no intellectual integrity at all." But he supported Wilson on a number of issues including the declaration of war. The great battle between



LODGE IN HIS LATE 60s SITS CONTENTEDLY, SERENE AT THE PEAK OF HIS POLITICAL POWER

OF U.S. PRESIDENTS

the two men broke out after the war when Wilson came back from Paris with a peace treaty and League of Nations plan which he demanded the Senate accept without a single change. Lodge demanded that some modifications be made. On the following pages Lodge's grandson, now head of the U.S. delegation to the U.N., analyzes the issues that divided the two men. If there had been a less uncompromising attitude on the part of either man the differences might have been reconciled and the U.S. might have entered the League. But neither gave an inch and the League was rejected.

When the country overwhelmingly elected

Republican Harding to succeed Wilson, Lodge felt justified. He got on fine with the amiable Ohioan but fell out with the New Englander who succeeded him. Coolidge relegated Lodge to the political doghouse. At the 1924 convention Delegate Lodge was a nobody who read Shakespeare in his room through the evenings.

As his career came to a close, the elder Lodge had a new ambition—this time for his grandson. "I hope," he said of Henry Cabot Lodge Jr., "the day may come when he will be sitting [in the Senate] where I am sitting." The elder Lodge died at 74; 12 years later his grandson was elected senator from Massachusetts.



TAFT, declared Lodge in 1909, when this picture was taken, "fails to interest the country."



COOLIDGE, when mentioned for presidency, brought from Lodge, "Calvin Coolidge! My God!"



MRS. BETTY FARKAS OF LONG ISLAND IS AS PRETTY A HOUSEWIFE AND MOTHER AS YOU'D WANT TO MEET.

"I scour 4500 pots and pans a year... but I'm proud of my pretty hands!"

Betty Farkas is the kind of girl you picture holding roses. But a far more typical pose is Betty at the sink — scouring pots and pans!

Every year, she cleans 4500 pots and pans. Figure it out, and you'll find that you do, too.

Detergents help Betty a lot. They cut grease and dissolve dirt, make pots and pans shine like pictures in a magazine. But here's the sad part. That grease-cutting action takes away the natural oils, the youthful softness of hands.

But Betty hasn't given up detergents or any

other harsh cleanser, and her hands are as lovely as a bride's. She simply uses one of the world's most famous beauty formulas. After every chore, she smooths pure, white Jergens Lotion on, right away.

Being liquid, Jergens Lotion doesn't merely "coat" skin. It penetrates to help *replace* softening moisture. (It has two ingredients doctors use for softening.) This is why more women

use it than any other hand care in the world.

Jergens Lotion is the reason Betty Farkas is still proud of her smooth, attractive hands. Her husband must be proud of them, too — he holds them so often!

You don't have to give up detergents, either. Just never forget Jergens Lotion after every chore. Be a good housewife, but be an attractive woman. Your husband needs both.

Use JERGENS LOTION — avoid detergent hands



Only 10¢ to \$1.00 plus tax



GRANDSON CABOT AND FAMILY are grouped happily in the library of their Beverly, Mass. home on Boston's fashionable North Shore. From the left they are: sons Henry Sears and George, George's wife Nancy, Ambassador Lodge and Mrs. Lodge. The two children are George's girls, Nancy and Emily.

GRANDSON BACKS HIS ELDER

U.N. ambassador tells how history
vindicates Lodge stand on League

by HENRY CABOT LODGE JR.

It is human nature to dramatize a conflict with a hero on one side and a villain on the other. So superficial historians have described the historic disagreement between President Woodrow Wilson and my grandfather over U.S. ratification of the Versailles Treaty and the League of Nations. Life and history would indeed be simple if they could be drawn in terms of black and white, but any attempt so simply to draw the great debate on the League of Nations distorts the truth.

To blame any one person for the failure of the Senate to support the President on this issue disregards the record. When the Senate voted for the last time on March 19, 1920, 24 of President Wilson's followers voted against ratification of the treaty and of the League with reservations. Since a two-thirds majority was required for ratification this was sufficient under the circumstances to block the entrance of the United States into the League of Nations.

Looking back at the debate, it is clear that U.S. acceptance of the League really foundered on President Wilson's insistence that the whole treaty and the Covenant must be accepted without a single modification. He feared that the Allies would not accept U.S. reservations. We know now that this was not the case and that the Allies probably would have accepted U.S. reservations—including the principal one which exempted this country from taking military action to preserve the territorial integrity of a nation unless such action was first approved by Congress. Some years ago, Miss Dorothy Thompson summed it all up this way: "The President, who wished to force his will upon the Senate, rather than take nine-tenths of a loaf, got, in the end, no loaf at all."

The true vindication of my grandfather's position, however, came

CONTINUED ON NEXT PAGE



HOW TO KNOW A GOOD BUY WHEN YOU FIND IT. No need raking through everything in sight—know the Hanes label and you know where the big buys lie. The gentle support of Hanes Fig Leaf briefs is backed by a double-panel seat. Heat-resistant elastic in waist and legs. Size-fast, too, and at 89c to \$1.10 (55c to 69c for boys) they're a "find"! Paired with a Hanes undershirt, knit of the same highly absorbent, long-staple cotton, you've real value. 75c to 95c; boys', 49c to 59c. **To get more than you bargained for in underwear, sportswear, sleepwear, be sure**

THE NAME'S

HANES

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.

"Soaping" dulls hair— HALO glorifies it!



**Yes, "soaping" your hair
with even finest liquid or cream shampoos
hides its natural lustre with dulling soap film.**

Halo—made with a special ingredient—contains no soap or sticky oils to dull your hair. Halo reveals shimmering highlights . . . leaves your hair soft, fragrant, marvelously manageable! No special rinses needed. Scientific tests prove Halo *does not dry . . . does not irritate!*



***Halo glorifies your hair
with your very first shampoo!***

LODGE CONTINUED

years after his death when this country undertook, with its Allies, to draft the Charter of the United Nations. The essence of the reservations which my grandfather had carefully drafted in order to correct the defects in the Covenant of the League in 1920 found expression in the birth of the United Nations 25 years later, as the following examples will show:

1) My grandfather contended that the League of Nations Covenant should not be linked with the Versailles Treaty. He wanted each to be judged separately. The correctness of this approach was borne out by the fact that no serious consideration was given in 1945 to combining the U.N. charter with a general peace treaty—which, of course, would have ended any hope for a United Nations organization inasmuch as no such peace treaty has been possible at any time during the past eight years because of the Soviet attitude.

2) My grandfather argued that the United States must always be the sole judge of whether a matter involving its interests was or was not a domestic question. Under the Covenant this power was given to the Council of the League of Nations. The United Nations Charter, on the other hand, specifically prohibits the United Nations from intervening in matters "essentially within the domestic jurisdiction of any state." Without such a provision the U.N. Charter would never have been ratified. No one seriously challenges this language today.

3) My grandfather thought it unrealistic and impractical that a great power like the United States should have equal voting power with all the small nations. When the matter was dealt with in the U.N. Charter, all "action decisions" were reserved to the Security Council in which the U.S. and the four other permanent members exercised the veto. While the Soviet Union has abused the veto power it must be remembered that the United States also insisted upon it so as to make certain that American forces could not be ordered into action against the will of the United States Government.

4) The greatest point at issue between my grandfather and the President concerned Article X of the League Covenant. In President Wilson's own words this committed the United States to "a very grave and solemn moral obligation" to give aid in the preservation of the territorial integrity and political independence of all League members. What my grandfather asked was that military action in connection with such an obligation should first be approved by Congress. He wanted to be certain that such action would have the approval of Congress which has the sole right, under the Constitution, to declare war.

All the important steps which have been taken since World War II relating to peace and war not only did *not* guarantee to preserve any nation's territorial integrity; they also specifically and categorically observed the principles of national sovereignty and constitutional process. No responsible man suggests today that Congress should be deprived of one of the greatest, most far-reaching and fundamental constitutional processes—the power to declare war. The North Atlantic Treaty requires specifically that its provisions must be carried out "by the Parties in accordance with their respective constitutional processes." As far as I know, not a single objection was made on the floor of the Senate to the insertion of these words. Yet—strange to relate—it was this simple insistence on that proviso which caused so much disagreement in connection with Article X.

The more one considers the reservations of 1920 in the light of later experience with collective security, the more it appears that my grandfather was essentially way ahead of his time.



GRANDSON JOHN, the governor of Connecticut, was an actor in Hollywood before entering the preferred occupation of the family, politics.



GRANDDAUGHTER HELENA is now wife of Belgian businessman, Edouard de Stree, and lives in Brussels. A retiring person, she shuns notice.

Rockwood Chocolate offers \$6,000 in SCHOLARSHIPS

to junior winners of Pillsbury's Grand National Recipe and Baking Contest

Anyone—12 to 20 years old—can try for these college scholarships.

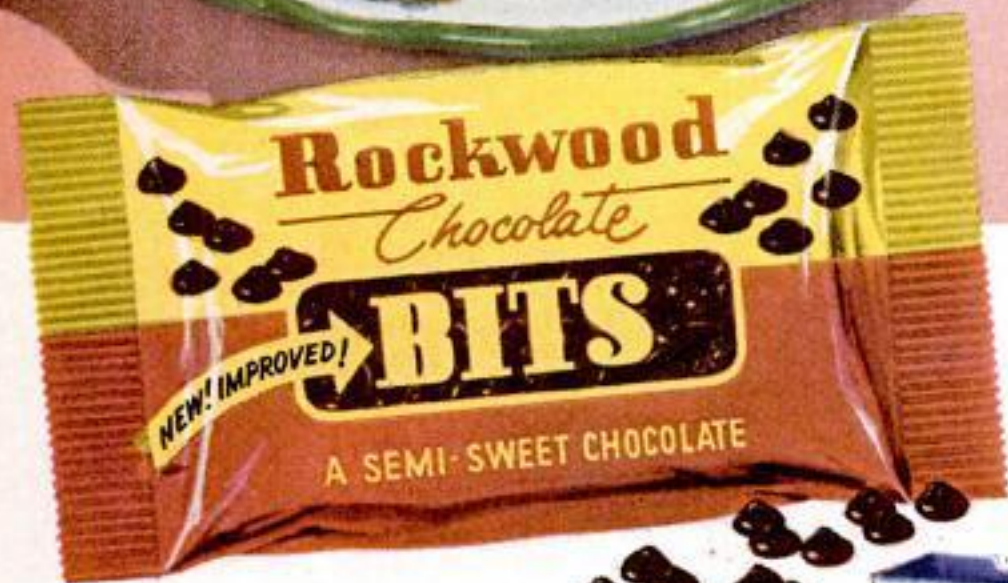
Get entry blanks at your grocer's today. Use **ROCKWOOD CHOCOLATE** and Pillsbury's Best Flour to win scholarships!

SOMEONE in your family could just as well be a junior winner of Pillsbury's 5th Grand National Recipe and Baking Contest.

So get your favorite recipe in soon. One of Pillsbury's prizes plus a wonderful trip to New York can be yours.

And remember—if your recipe's made with Rockwood Chocolate, there are *extra* prizes! A \$3,000 scholarship for first place; a \$2,000 for second; a \$1,000 for third—waiting for you or any relative or friend you choose.

Just send along a package top or a bag front from any Rockwood product with your filled-in Pillsbury entry blank. But hurry! Contest closes midnight, October 15.



Rockwood—the original semi-sweet Chocolate Bits—and Pillsbury's Best make a great baking combination.

Rockwood Bits, the original cooking bits, are especially made to melt quickly, whip up smoothly. You'll find 'em easy for decorating; fine for fast frostings, too.

Look for a Rockwood coupon worth 10¢ on either Bits or Wafers in the specially marked, two-pound bag of Pillsbury's Best Flour.



It's the only chocolate you can name at first bite—Rockwood flavored Chocolate Wafers.

There's only one chocolate that tastes like Rockwood Chocolate. Rockwood Chocolate is different.

It's chocolate to be sure—in solid chocolate wafer form—like the kind for after-dinner eating. But *this* chocolate is spiked all through with wonderful OTHER FLAVORS like cool, tangy mint . . . full-bodied rum.

Enjoy Rockwood *flavored* Chocolate Wafers. See how good they taste . . . how good they'll make your recipe.

ROCKWOOD CHOCOLATE



GIVE JOAN WELDON, YOUNG HOLLYWOOD STAR, A NEW NAME →

WIN THIS PACKARD

Caribbean

—plus a free 2-week
trip to Hollywood
for two

or **\$7,500⁰⁰**
IN CASH!



Besides winning this thrilling sports convertible, you'll spend two glorious weeks in Hollywood! Fly by TWA Trans World Airlines Constellation . . . live at the finest hotel . . . meet Joan Weldon and tour Warner Bros. studios . . . mingle with celebrities at famous night spots. Or, take your First Prize all in cash!



Win America's most glamorous sports car—this new convertible with rakish, continental lines—the Packard Caribbean!



See **JOAN WELDON**,
featured in "SO THIS IS LOVE"

A Warner Bros. Production
Color by Technicolor

Enter this new Armour Star Pantry-Shelf Meal Contest!

Just decide what name you'd give this bound-to-be-famous young star—and enter it in this exciting Armour Pantry-Shelf Meal Contest. Perhaps the winning name will be one you had in mind for a "daughter" who turned out to be a boy instead. Maybe it will be a name you've secretly wished was your very own.

Look through your telephone book and make up original name combinations. Just be sure the names you send in are different—and that they "fit" this rising young star. It's fun—make this contest a game for the whole family.

1,081 prizes await you! No sentences to write. Just pick a new screen name for this star. Send in as many exciting names as you can think of. Each name adds to your opportunities to win!

Hurry and enter! Don't miss this chance to enjoy grand-tasting Armour Pantry-Shelf Meals. You may win a thrilling Packard Caribbean plus a Hollywood trip you'll remember forever!

1,081 PRIZES
worth \$32,500⁰⁰

HURRY! Contest closes
October 31, 1953



5 SECOND PRIZES

5 all-expenses-paid 10-day trips to Hollywood for two—or \$1,500 in cash!

75 THIRD PRIZES

75 crisp, new \$100 bills!

1,000 FOURTH PRIZES

1,000 crisp, new \$10 bills!

1. Print a new name for Joan Weldon on an entry blank or plain piece of paper. Print your own name and address clearly.

2. Send as many entries as you wish, to "Star-Naming Contest", Dept. L, Box 1190, Chicago 77, Illinois. With each entry enclose a label from any of the following Armour Star Pantry-Shelf Meals—Corned Beef Hash, Beef Stew, Chili, Tamales (either in cans or in glass), Spaghetti with Meat, Potted Meat, Vienna Sausage and Deviled Ham—or, cut off and send in as a label the last inch of the metal

band that is wound onto the key opener when opening a can of Treet or Chopped Ham.

3. Entries must be postmarked before midnight, October 31, 1953, and received by November 7, 1953.

4. All persons in the United States, its territories and possessions, may enter—except employees (and members of their immediate families) of Armour and Company, its advertising agencies, and Warner Bros. Pictures, Inc.

5. Entries will be judged on the basis of originality, uniqueness

and suitability by independent contest judges. Their decisions will be final. Duplicate prizes in case of ties. Joan Weldon may or may not adopt the prize-winning name and has reserved the right to change her name to any name she so desires at any time after six months from the close of the contest, but any such action shall not affect the prize awards which shall be governed by the decision of the judges.

6. All entries become the property of Armour and Company—none returned. Contest subject to all federal, state and local regulations.

7. Winners will be notified by mail. Complete list of winners on request, after December 15, 1953, if self-addressed stamped envelope is enclosed.



GET ENTRY BLANKS AT YOUR DEALER'S!

TINY LION, enlarged 25 times, is a brownish color and covered with bristles. It does its killing and eating with pair of scimitarlike claws.

ANT LION WAITS FOR ANT TO DROP IN



A bloodthirsty insect without a mouth sand-traps, poisons and devours victims twice its size

The ant lion is one third of an inch long, has no front legs to speak of and no mouth at all. It always walks backward and spends most of the day lying at the bottom of sand pits waiting to be fed. In spite of these handicaps, the ant lion is one of the most successful killers in the voracious insect world. It regularly traps and eats insects up to twice its size: wood ants, beetles, caterpillars and even grasshoppers. With its spade-shaped head it digs a two-inch hole in the sand and hides till an

unwary victim falls in (*p. 188*). Quickly tossing up sand particles to keep the confused visitor from getting a foothold, the lion drives in its two long, hollow claws, injecting a venom which simultaneously kills the victim and softens up the flesh. Then the hungry insect sucks out the pulpy flesh and juices through the same claw tubes it used to inject the poison, tosses the empty carcass out of the pit and settles down to wait for somebody else to drop in for dinner.



No comb-scratch



No torn hair



Ace does very well



Up there!

Indeed it does! In fact Ace protects your hair and scalp because its teeth are carefully rounded at ends and edges. Made of genuine Ace Hard Rubber, strong Ace Combs cost less because they last longer. For good grooming, replace with Ace, individually boxed, many styles. American Hard Rubber Company, N. Y. 13.

ACE[®]
HARD RUBBER
COMBS



SAND TRAPS are usually dug in soil sheltered by tree or rocks. Though ant lions are found in all 48 states, they

are not very well known because people think their craters and crisscrossed trails (above) are the work of ants.

CONTINUED ON PAGE 188

AMERICA'S NEW RAILROAD



Every 3 days a new diesel joins the Santa Fe fleet!

A 10-year record of "building new" on the Santa Fe

Christened with California champagne, Santa Fe's first multiple-unit diesel locomotive rolled out of Chicago on May 12, 1936.

It powered the first *Super Chief*.

39¾ hours later it rolled into Los Angeles—and the new age in railroading was born.

There were 3600 "horses" in that one.

Five years later, the first multiple-unit freight diesel rolled on Santa Fe rails.

There were 5400 "horses" in that one.

Today, there is more than 2,100,000 diesel horse power on the Santa Fe—1524 mighty diesel units.

From 1943 through 1952, a total of 1261 diesel units were placed in service. *Better than one every 3 days for a 10-year record!*

And still they come! 222 in 1953!

Every diesel added, every mile of heavier rail, makes America's New Railroad a little more *completely* new. Why, enough new rail has been laid on the Santa Fe in the last seven years alone to reach from Chicago to Los Angeles!

All new—but always the old pride that all this building new costs you, the taxpayer, not one tax penny.

SANTA FE SYSTEM LINES

PROGRESS THAT PAYS ITS OWN WAY



Man-Oh Man!

What You're Missing If You're Not Wearing

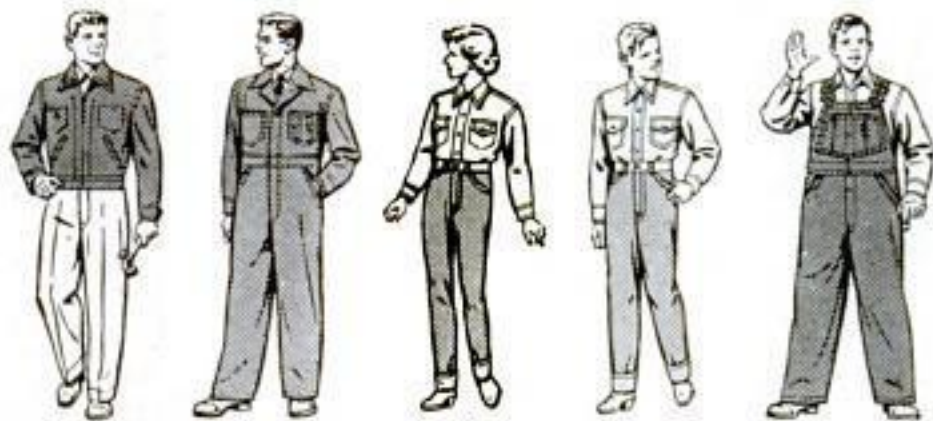
Oshkosh B'gosh



If you do not know the name and address of your nearest dealer, just send us a postcard.

DEALERS:

A limited number of Oshkosh B'Gosh dealerships are open for merchants who want to handle this world famous line of workwear. Write us today if one is open in your town.



COATS — COVERALLS — WORK SHIRTS — PANTS
FOR MEN AND BOYS

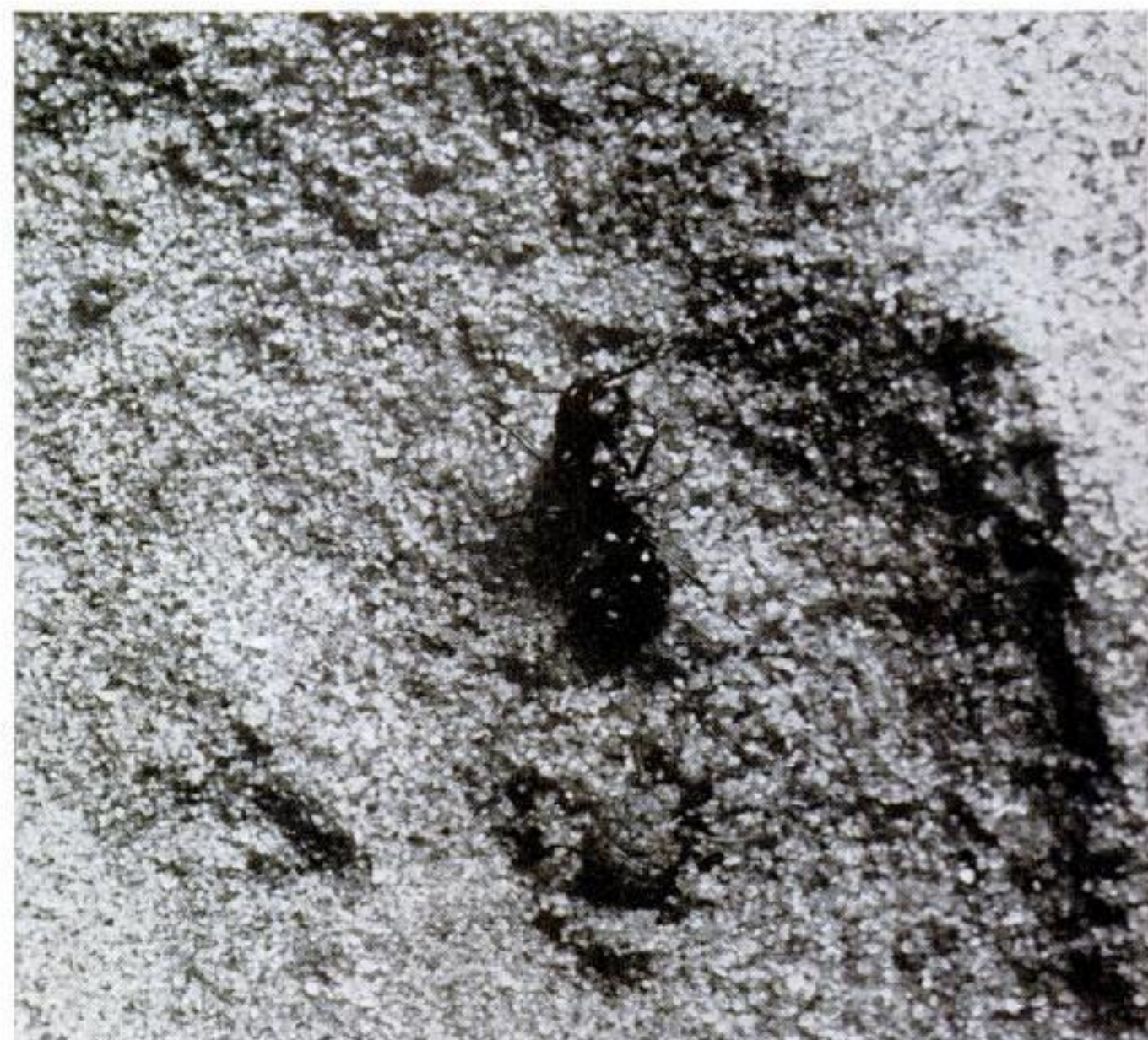
and Famous Western Style **BRONKS** for Men, Boys, Girls

OSHKOSH B'GOSH, Inc. • Oshkosh, Wis.

Ant Lion CONTINUED



IN THE TRAP an unfortunate ant begins sliding headfirst down the sandy slope toward waiting ant lion which has been alerted in advance by noise.



HALF WAY DOWN terrified ant has managed to swing around, tries desperately to churn his way to freedom, but enemy is showering him with sand.



DOWN THE HATCH defeated victim, already dead from poison injected through ant lion's claws, is dragged under sand to be eaten at victor's leisure.

Action Packed!



...because Texaco **FIRE CHIEF** gasoline is
100% CLIMATE-CONTROLLED!

Famous Texaco Fire Chief is 100% *Climate-Controlled* for the area you live in—and in *each one* of the 25 weather areas in the U. S. A.* That means you get livelier going *wherever* you fill 'er up. What's more, this weather-wise Fire Chief sells at *regular* gasoline prices. See your Texaco Dealer—the *best friend* your car has ever had.

*Texaco engineers analyzed more than 40 years of weather records . . . then divided the U. S. into 25 weather areas.

THE TEXAS COMPANY
TEXACO DEALERS
in all 48 states

TEXACO PRODUCTS ARE ALSO DISTRIBUTED IN
CANADA AND LATIN AMERICA





W.S.

SOLDIERLY APPEARANCE, in his opinion at least, is made by Boris wearing almost all the clothing the army gave him. The roll on shoulder is his coat.

THE RUSSIAN

**Hungry, driven, always tired,
he is still a dangerous foe**

by **RONALD SCHILLER** and **GARRETT UNDERHILL**

Rifleman Boris Ivanovich Baranov of the Soviet Union army is not a real individual, but every fact related about him below is true to life in the Soviet Union, every incident in which he figures has actually occurred in the Soviet army. For Boris is a composite whose military history, soldierly capabilities and personal outlook are shared by more than four million men in his country's fighting forces.

The story of Boris' career in uniform has been written by a former G-2 officer and specialist on Soviet military matters (Underhill) and a former U.S. Navy Intelligence officer (Schiller). They draw their facts about Boris from a great mass of Soviet documents and various U.S. sources not generally available. A draft of their article was submitted to a panel of former Soviet soldiers now in the U.S. under the provisions of the Lodge Act, which permits qualified former citizens of iron curtain countries to apply for U.S. citizenship after serving five years in the U.S. Army. They corrected, criticized and added detail to the original. So Boris Baranov is a prototype of the Soviet soldier, the man whose existence exerts a profound influence on our time. This is a close-up of the man whom our own country's soldiers may some day have to face.

BORIS IVANOVICH BARANOV was not surprised on the September day in 1951 when the old village postmistress brought him his "big spoon," or draft notice. He was 19 years old and the crops on the collective farm had been harvested. He tore off the perforated receipt form attached to the draft card, signed it without enthusiasm and began to make ready.

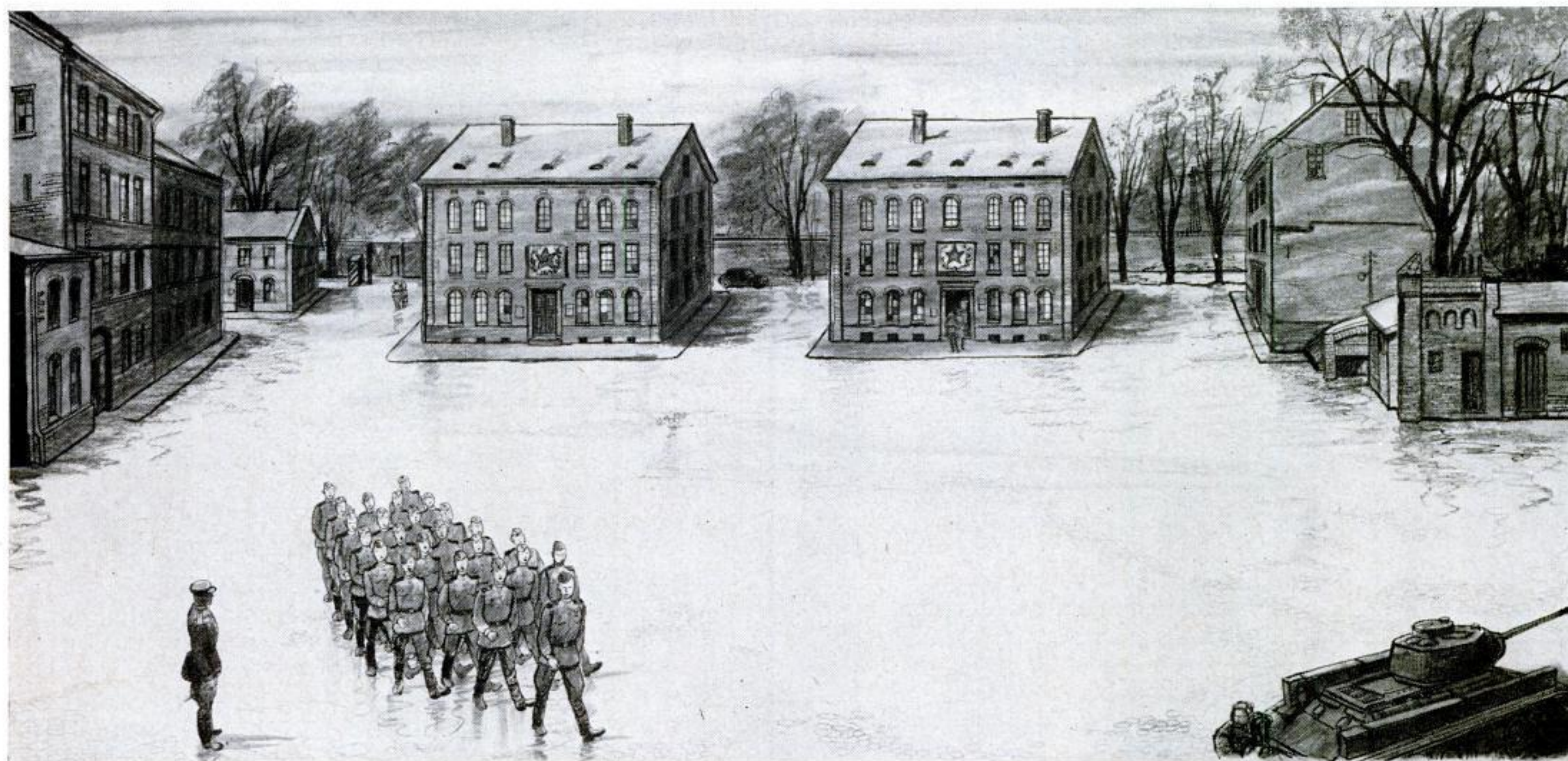
The notice ordered him to bring with him two sets of underwear, razor, soap and towel, food for a day's journey, a cup (metal if possible) and the big spoon—the traditional *lozhka* of the Russian armies, which the troops carry handily, if unsanitarily, in the tops of their right jack boots. No knife and fork were specified, since in his entire military career he would never be served any chow that could not be eaten without them. Boris did not object to furnishing his own gear and transportation to get into the army. He had been taught since childhood that he owed the state everything and the state owed him nothing.

Before he left, his widowed mother blessed him in the name of God; this did not seem odd to him although he had never received any religious instruction or been inside a church. His uncle, a war cripple, gave him some practical advice: "Stay out of trouble and you'll be back home in the normal two years. But don't try to be clever, or they'll make you a sergeant and who knows when you'll ever get out of the army." The advice was largely unnecessary. Boris wanted no part of the army. Despite a lifetime of Communist indoctrination, he still had a peasant's distaste for discipline and, unless inflamed by vodka or passion, a thoroughly unaggressive nature.

The members of the *kolkhoz* (collective farm) were genuinely sorry to lose the short, stocky, blond lad. Although sensitive in matters involving his personal pride, he was friendly and generous and had a ribald sense of humor. Besides, his services would be badly missed on the farm. Almost the entire generation of men of military age from his *kolkhoz*, including Boris' own father, had been killed or maimed during the war. The *kolkhoz*, run largely by old men, women and children, had serious trouble raising its annual quota of crops. The thatched roofs in the village leaked because not enough time could be spared to repair them. But it did not occur to Boris to seek deferment. Having no technical or special skills, he knew that no emergency short of death could exempt him from his military duty to the *Rodina*, or motherland. Even a few hours delay in reporting might condemn him to three years in a forced labor camp.

On his last night as a civilian, Boris' friends gave him the traditional farewell party for draftees. It had originated as a mock wake back in early Czarist days when a man was drafted not for two but

RIFLEMAN: A CLOSE-UP



BORIS AND DETACHMENT SWING ACROSS THE "KASERNE'S" PARADE GROUND, SINGING LUSTILY AS USUAL EVEN THOUGH THEY ARE OUT ON A WORK DETAIL

for 25 years, and no one expected to see him alive again. There was much drinking of vodka in an atmosphere of mixed gaiety and grief. The party ended with the singing of the hauntingly beautiful folk song that every Russian knows from childhood:

This is the last day I play with you, my friends.
Tomorrow at daybreak my family will be weeping.
My brothers and sisters, my mother and father will all be weeping,
As well as the dear one I led to the altar.

At dawn Boris was tossed into the hay in back of a truck and shipped off to the army in the condition of peasant conscripts from time immemorial—dead drunk. A few hours later, badly hung over, he was given his first military bath, examined—much to his embarrassment—by a brisk woman doctor and inoculated in the back where he could not scratch it. Next night he was put aboard a troop train bound for Germany, where over a third of the Soviet army's best divisions are garrisoned.

Boris Ivanovich's preparation for military life had really begun when he entered public school at 7. He had learned his alphabet from an illustrated primer which explained "T is for tank," "G for grenade" and "F for *forma*" (uniform). For arithmetic he had worked out problems involving soldiers, planes and mortar shell trajectories. Later, in physical culture, he had learned to assemble machine guns, aim .22 caliber Tula rifles and memorize military manuals. Poor marks or inattention meant weary tours of duty on the school woodpile.

How Boris lost a dog

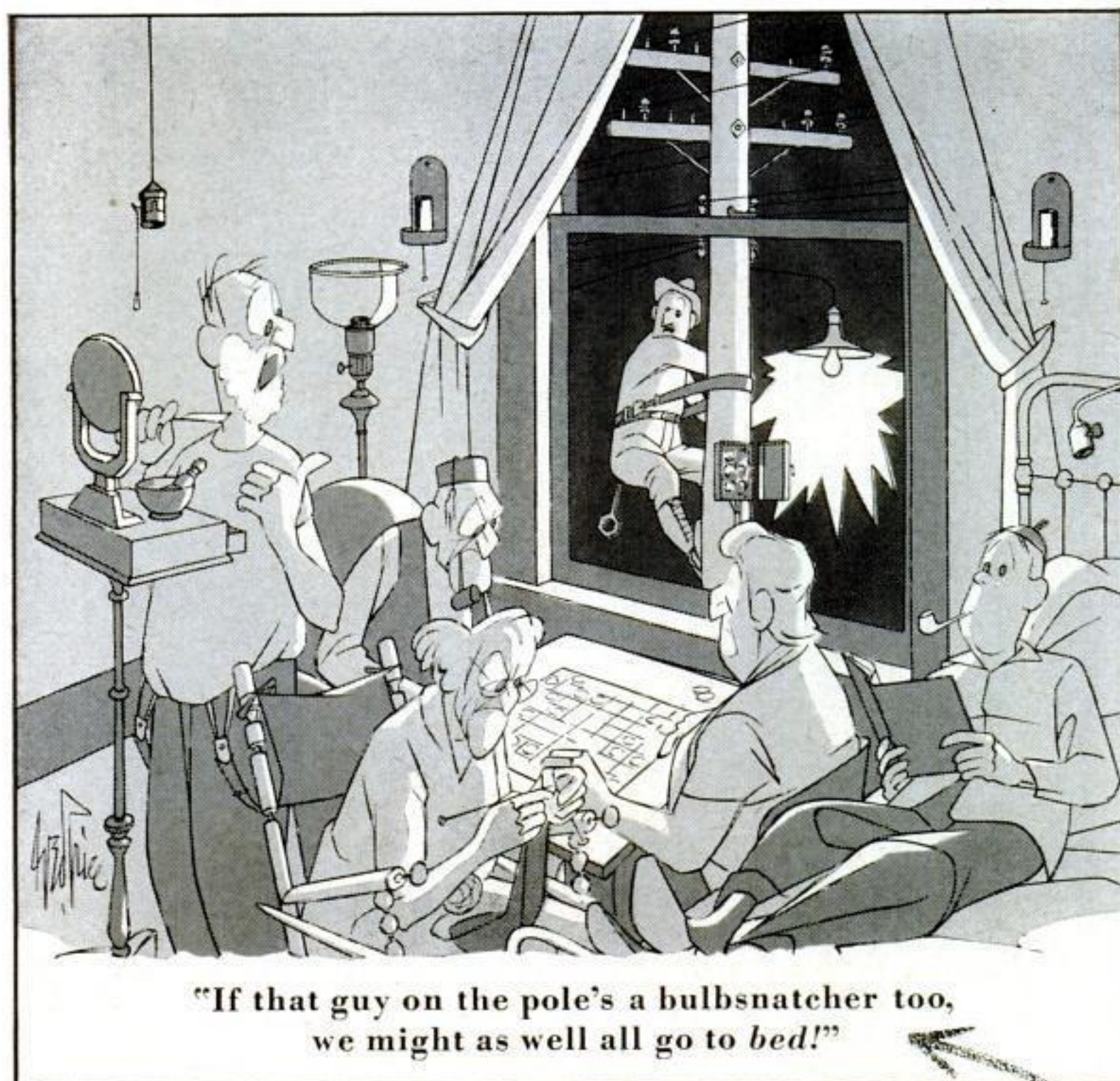
AT 17 Boris had been officially registered as a pre-draftee, subject to army control. He began to wonder to what branch of the service he would be assigned. His six years of education were not sufficient for the preferred services like the navy or air force. His chief concern was that as a member of the Great Russian master race—and not one of the distrusted minorities—he would be assigned to the despised *Stalinskiye sobaki* (Stalin's curs), the MVD army whose job is not to protect the Soviet Union from her enemies but to protect the Communist leaders from their own people. Like most Soviet citizens Boris had his own particular reason for disliking the "Blue Hats." As a boy, he had gone to a party-sponsored kennel club and got a German shepherd puppy. After he romped with it and nursed it through its illnesses for a year, the MVD took it away to be trained for police work. He had been warned at the outset that this would

happen, but he never forgave them. At no time, however, did Boris attempt to influence the recruiting officers who held his fate in their hands. All his life he was accustomed to having such decisions made for him and to accept without protest whatever came along.

The outfit in which he now found himself, to his relief, was the Kletskaya Red Banner Regiment of the 211th Mechanized Division. He was to become a mechanized infantryman whose job was to ride into battle atop the tanks or run along behind them. Unlike American draftees, Boris did not start out in a basic training camp, then move in and out of other camps, units, schools and stations, constantly exposed to new bunkmates and unfamiliar officers. He was assigned directly to a combat outfit where he got all his training and remained throughout his entire period of service. In this way his officers and fellow soldiers became as familiar to him as members of his own family, and he eventually developed a strong team loyalty to them. As a proud tank soldier, he came to despise the *kukurusniki* (cornfield jumpers) of the air force, and the *samovarniki* (tea kettle tenders) of the mortar units. A year before, he heard, rivalry between tankers and the air force led to riots in which men were killed.

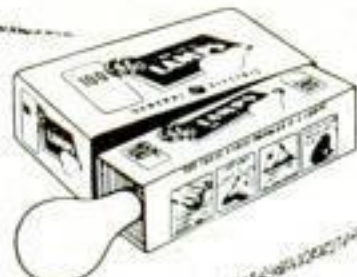
The Kletskaya Regiment—2,500 men with their trucks, tanks and guns—was quartered in a military village on the outskirts of an East German town. It was considerably more luxurious than the military villages Boris had seen in Russia, some of which consisted of sod-roofed dugouts. Its main building, or *kaserne*, was big enough to house barracks rooms, mess halls, kitchens, classrooms and armories for the entire regiment. Around it were the officers' "hotels," tank sheds, gymnasium, theater, rifle ranges, sports fields and exercise areas. When more room was needed for maneuvers, the troops marched out into the adjacent open countryside.

The military village was guarded very much like a prison. It was surrounded by a six-foot-high, solid board fence topped with barbed wire. No one except the colonel himself ever left the *kaserne* unaccompanied. Contact with German civilians was forbidden. Boris heard of an old sergeant of a nearby *kaserne* who was found outside the wall one night and sentenced to hard labor for the rest of his life. His superior officers were shipped back to Russia in disgrace. Boris was intensely curious about the nearby town, but the only glimpses he ever got of it came when he paraded through it on foot, or while he sat stiffly in a truck on "cultural" tours to the museum or local Red army war memorials. What he saw out of the corner of his eye, however, looked better than he had been led to believe of the world outside the Soviet Union.



"If that guy on the pole's a bulbsnatcher too, we might as well all go to bed!"

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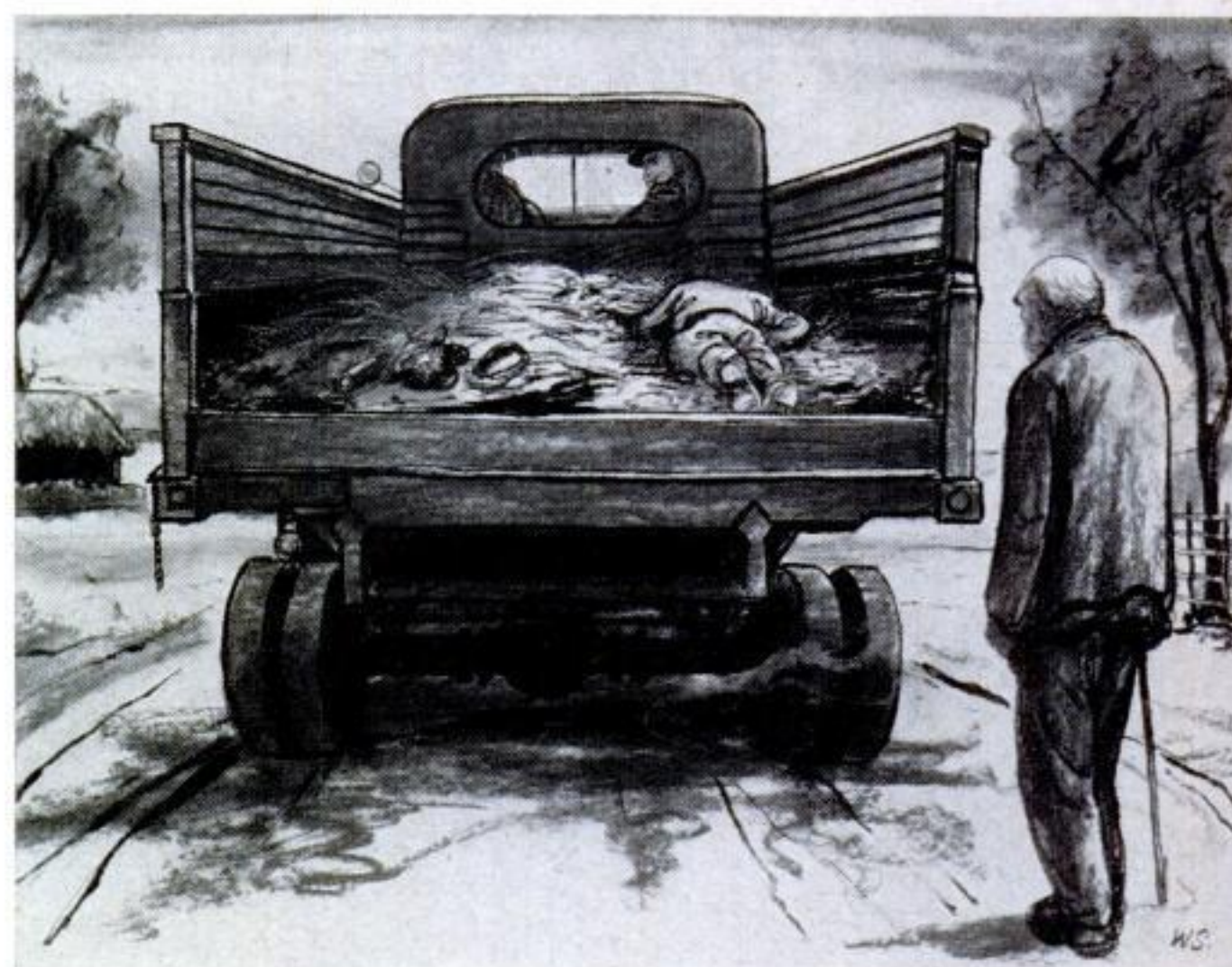
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JUNIOR SUITS... A SIZE, NOT AN AGE

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A DEAD-DRUNK DRAFTEE, Boris is trucked off to the army following the traditional farewell party of vodka and singing given him by his friends.

RUSSIAN GI CONTINUED

Relations with women under these circumstances were next to impossible. The squat, muscular women soldiers who had marched alongside the men in the last war had long since vanished from the Soviet fighting force. Any enlisted man found with VD was suspected of treason—logically enough, since he could have gotten it only by consorting with the "enemy" outside. There were plenty of rumors about what went on between the officers and the Russian chambermaids who cared for their quarters, but the only incident involving enlisted men that Boris knew about occurred when two ill-advised coeds from a nearby university, members of the Society for German-Soviet Friendship, stopped on a country road to greet troops marching back from maneuvers. They were seized, taken into the woods and raped by an entire platoon.

In some respects life in the *kaserne* was surprisingly comfortable. For the first time in his life Boris slept on a bunk with a mattress and springs, between white sheets. He got clean linen, along with a hot bath, every 10 days. A small cabinet held his personal belongings, political literature and class notebooks. Pin-ups of girls were forbidden, but he pasted photographs of home and mother inside the cabinet.

His uniform was the curious product of age-old Russian tradition, modern hygienics and the straitened condition of the Soviet economy. He liked the cotton *gymnasterka*, the loose-fitting pullover blouse which is probably the cheapest and most practical military garb on earth. It allowed him room for vigorous movement, and for an ersatz wool vest or "breast warmer" underneath in winter. When gathered in at the waist with a wide brass-buckled leather belt, it made Boris look very smart indeed. The old czarist-style stand-up collar, however, which had been reintroduced in 1943 over the protests of the medics, chafed his neck and caused sores. He had to sew a fresh cloth sweatband inside the collar frequently.

Originally the *gymnasterka* had been designed with a smooth front. Breast pockets had been added when it was discovered that without them men would have to carry their Communist party membership cards on their backsides. Boris never tired of hearing this story. It was the kind of sly dig at The System he appreciated.

Boris' pants, of the same cheap khaki material as the shirt, were tailored like riding breeches, tight around the calves. In their flaring sides were two outsized pockets that he kept so full of odds and ends that he actually clanked when he walked. The overseas-style cap, or *pilotka*, he was issued was much too big but he made it fit by taking a tuck in the back.

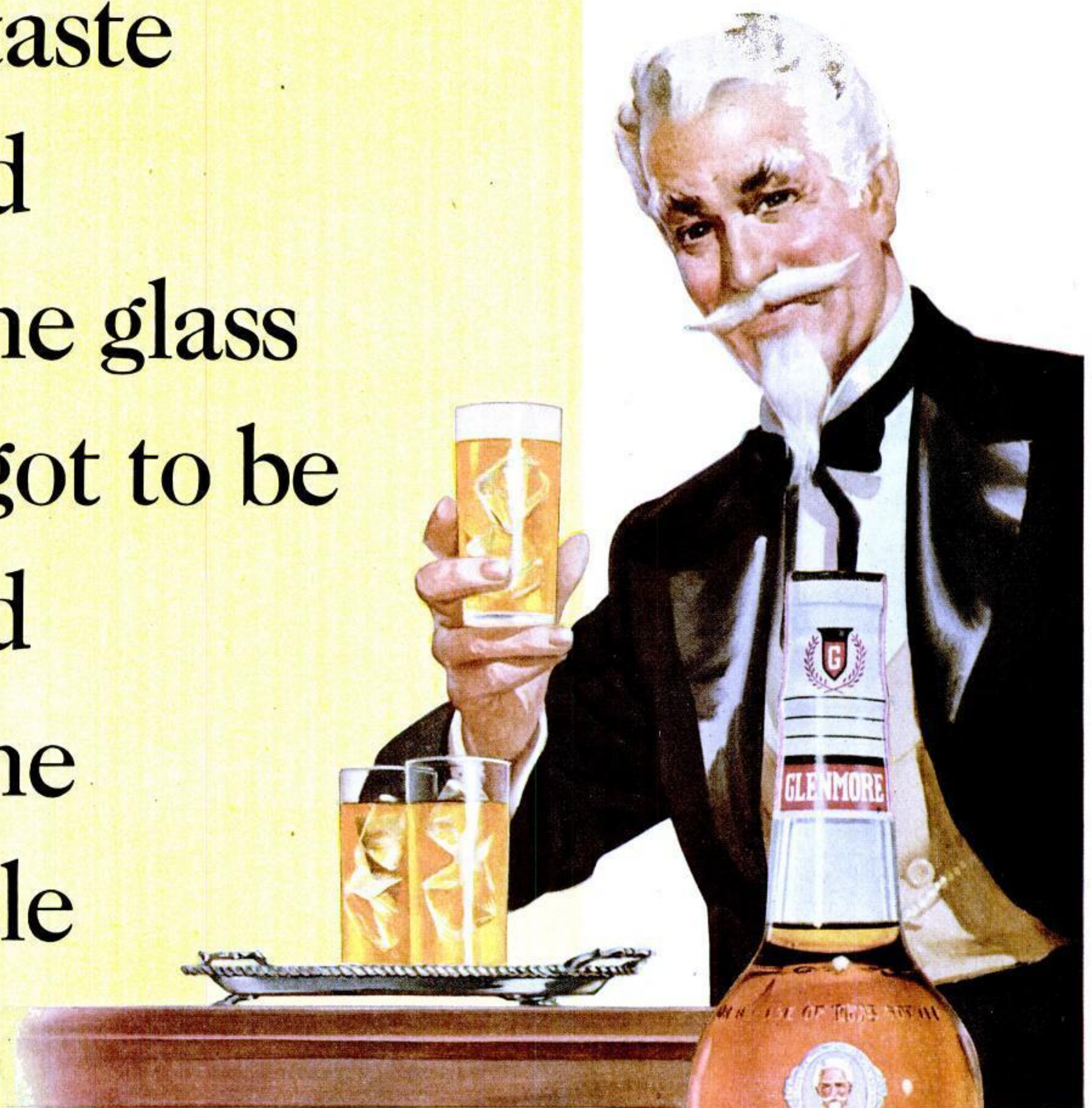
His feet are poorly shod

UNDERNEATH his uniform Boris wore dark blue cotton shorts and a light blue undershirt that served him not only as underwear but as swim suit, gym uniform and sports outfit as well. On his feet, in place of socks, he wore *portyanki*—rectangular pieces of cotton or flannel cloth put on by placing the feet down on them diagonally and binding the ends up around the calf. It took him a year to learn how to keep them from wadding up and causing blisters.

His loose-fitting *sapogi*, or jack boots, had ersatz leather tops

CONTINUED ON PAGE 193

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RUSSIAN GI CONTINUED

coming half way up the calf. They chafed his heels on long marches, let in dirt through the loose tops and were sometimes sucked right off his feet in deep snow or mud. He had only one pair and this enabled him to get out of particularly exhausting field problems by cutting the tops (it had to be cleverly done) to look as though they had cracked or by rubbing the soles against stones until holes were worn in them. Some of the older sergeants still talked reverently of the luxurious Lend-Lease leather boots that came from America during the war.

The only wool garment Boris received was the *shinel*, a smart-looking, ankle-length, grayish overcoat that also served him as a blanket in the field. When not in use he carried it slung horseshoe fashion over his left shoulder, but it took the combined efforts of three men to roll it neatly enough to satisfy the exacting sergeant. Boris needed no barracks bags or foot locker for extra clothing; except for an old set of pants, blouse and cap for dirty work, this was all he owned. In case of trouble Boris would never have to strip down for combat like the American soldiers who were stationed not many miles away; he was already stripped down. Nevertheless, he considered himself a fine military figure. He sent his mother a photograph of himself standing in the typical pose of the Red soldier, one hand on hip, his smiling face cocked up at an angle. He understood without being told that the Stalin-modified Napoleonic pose—spread-fingered hand stuck in the coat opening—was reserved for officers.

He also considered himself well fed. He got more food than on the farm and probably ate better than he would have in the army camps inside the Soviet Union where colonels, political officers and sergeants have an opportunity to sell some of the enlisted men's rations on the black market. Breakfast at 7:30 a.m. consisted of *kasha*, the ubiquitous Russian cereal—a cup of good Georgian tea and black bread. At the big midday meal there was usually cabbage soup, *kasha* with some meat in it, bread and water. Supper, which was served at 9 p.m., comprised a bowl of potato soup flavored with a small piece of meat, bread, tea and a heaping bowl of *vinegret*, the only dish of which he could eat his fill. On holidays the menu was supplemented with white bread and potato soup for breakfast, pork chops at lunch and salt herring for supper. He loved the herring even though it gave him heartburn. However, supplies never quite lasted out the week, which led Boris to repeat the popular quip, "The army may not believe in God, but it makes you fast on Fridays all the same."

There was always salt on the troops' tables but seldom sugar. Pepper and mustard were reserved for the officers. As for eggs, butter and milk neither officers nor men ever "saw them with their eyes," as the army saying went. The rations were more deficient in meat and fats than the Soviet dieticians officially approved, and they left Boris more docile and deficient in energy than was intended. However, not enough of these foods are being produced in the Soviet Union and eastern Europe to give the 4.5 million Soviet servicemen all they should have.

Chocolate bars: \$2.50 each

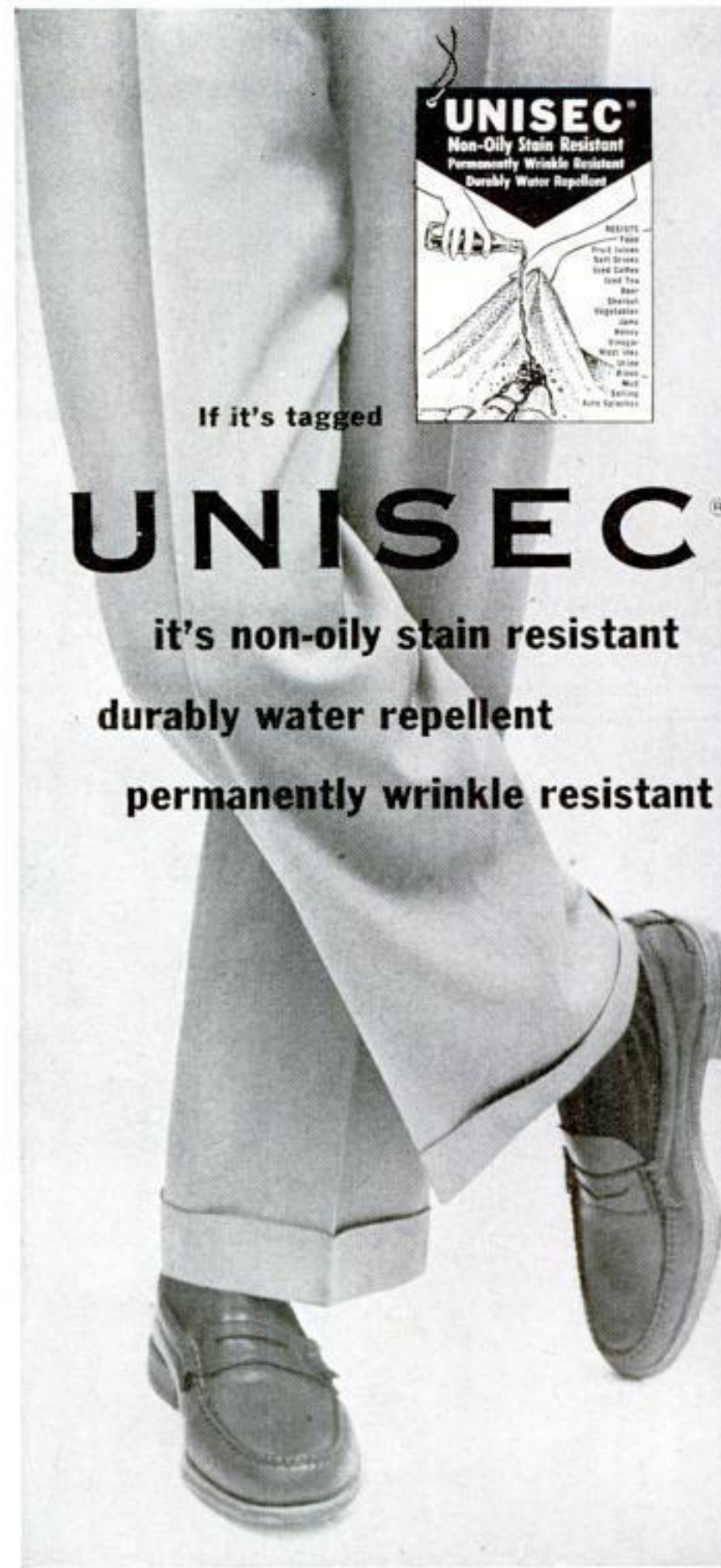
THEORETICALLY Boris could have supplemented his diet at the canteen, but a salary of 30 rubles (about \$7.50) a month does not allow a Russian private to indulge in many chocolate bars at 10 rubles apiece. In fact, after the political officers pressured him into "voluntarily" allotting 20% of his salary toward the purchase of state bonds, he was not left with enough for even such ordinary necessities as writing paper, soap and razor blades. When he complained he was told he was in the army to serve and not to make money. Reluctantly he wrote to his mother and asked her to sell some scarce potatoes and send him a money order. He got tobacco free, and rolled it in newspaper to make his "goat legs"—*Pravda's* ink, he discovered, was less objectionable when smoked than *Izvestia's*. Alcoholic beverages were never allowed on the post.

Three weeks after entering the *kaserne*, Boris and his fellow draftees had finished recruit training and were ready to be sworn into the regiment. It was a solemn ceremony that left an indelible impression on their minds. The entire regiment was drawn up on the parade ground, with the recruit companies in front. The regimental banner was borne onto the field by an officer, flanked by two Tommy gunners. (Sergeants do not have enough rank to bear the Soviet colors.) Throughout the ceremony, color bearers and honor guard stood so stiffly at attention that other detachments relieved them every 20 minutes lest they keel over.

The prescribed ritual began with the colonel's entrance.

"Good morning, comrades!" he shouted.

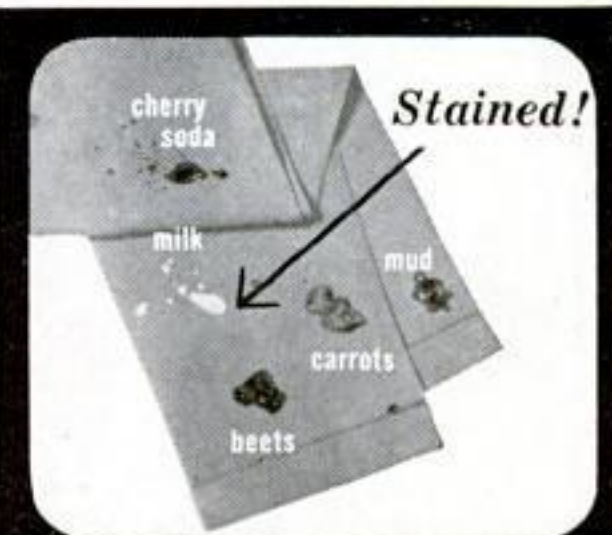
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CANING MEN with swagger stick is illegal for an officer but not unheard of. Scuttlebutt was Marshal Zhukov twice knocked out generals' teeth.

RUSSIAN GI CONTINUED

"We wish you good health!" roared the regiment in unison.

The colonel then delivered a flamboyantly patriotic speech ending with the exhortation: "Don't let the capitalist pigs stick their filthy snouts into the Soviet garden."

"I compliment the training companies on their fine military appearance," was the colonel's next remark.

"Ooooo-raaaaah!" roared the training companies.

"Thank you, comrades!" the colonel shouted.

"We serve the Soviet Union!" replied the recruits, and the band broke into the Soviet anthem.

The swearing-in ceremony followed. When Boris' name was called, he marched forward with a stiff-legged, heel-clanging parade step—similar to the Prussian goose step—picked up a copy of the oath, pivoted to face the regiment and swore, among other things, "to devote myself to my last breath to my people, my Soviet motherland and to the Soviet government," and to "spare neither my blood nor my life in achieving complete victory over the enemy."

As a full member of the regiment, Boris moved into the barrack rooms of a rifle company, where he became part of a nine-man squad of soldiers. His comrades included the usual army types—the *sachok* (man who goes fishing when he should be working), the *boltun* (blabbermouth), the *razgildyae* (loafers) and the *prodazhnaya shkura* (who would sell his skin for personal gain). All of them were suspicious of the *slukhach*, who sneaked around eavesdropping on conversations. They suspected him of being an agent of the security police. Boris' peasant shrewdness soon earned him a reputation as a *khitriaga* (wise guy). He was made a member of the flying squad of smart soldiers who surreptitiously took the places of the *razboltanny* (sad sacks) in other companies whenever the inspectors from Moscow came around. The name of the man he replaced was inked on the palm of Boris' right hand. If the inspector asked him to identify himself, he had only to cast his eyes upwards, while saluting, to remember who he was supposed to be.

The captain of the company was a *beloruchki* (white hand) who stayed conveniently in his office shuffling papers, but the platoon lieutenant, a Suvorov Academy cadet, was a regular *sluzhaka* (eager beaver). He was a demon on saluting, rushed to open doors for his superiors or light their cigarettes and made the lives of his men miserable.

The men regarded their officers as members of a remote and superior race. They lived in "hotels" on the *kaserne*, waited on by orderlies and chambermaids, and could buy finer goods at lower prices than their men. On formal parade they wore impressive uniforms—somewhat soiled because of poor drycleaning facilities—and when off duty, they lounged around the *kaserne* in brightly colored shirts and slacks and yellow sandals, designed to set them apart as gentlemen of leisure and education who worked with their brains, unlike the drab noncoms and men who worked

CONTINUED ON PAGE 198



FROM AIR-CONDITIONED BOOTH, 3 MEN IN LEE WORK CLOTHES SHAPE RED-HOT STEEL

America works and plays in Lee

Steel foreman and his family demonstrate the good looks and comfort of America's most modern work clothes

Above, in one of America's most modern steel "blooming" mills (at Granite City, Ill.), you see three types of Lee Work Clothes represented . . . famous Lee Overalls, Lee Dungarees . . . and Alan Reise, plant foreman, wears Lee's latest, beautifully tailored Matched Shirt and Pants made from exclusive Lee Chetopa Twill.

Among top people in modern jobs you'll find the name LEE stands out. For this brand has that *quality look* and the longer wear, greater serviceability, better washability that goes with real quality. All are Sanforized. For what happens after work, see other pictures. The Reises practically "live" in good-looking Lee clothes.



GRASS-CUTTING OUTFIT. Mr. Reise, like millions of Americans, works around house and yard in his Lee Matched Shirt and Pants. The fine Lee fabric, Chetopa Twill, comes in 5 shades — combines good looks with great serviceability. And the clothes themselves are cut for comfort and easy action yet have that "tailored" look. Most important, they wash well . . . keep their good looks.



RUG-CUTTING OUTFIT. Marilyn Reise and her boy friend wear Lee Riders while they play the latest records. The real western look and neat fit of these cowboy pants make them extremely popular with high school and grade school crowds. They are the thing to wear almost everywhere. And because they are Sanforized they keep their fit.



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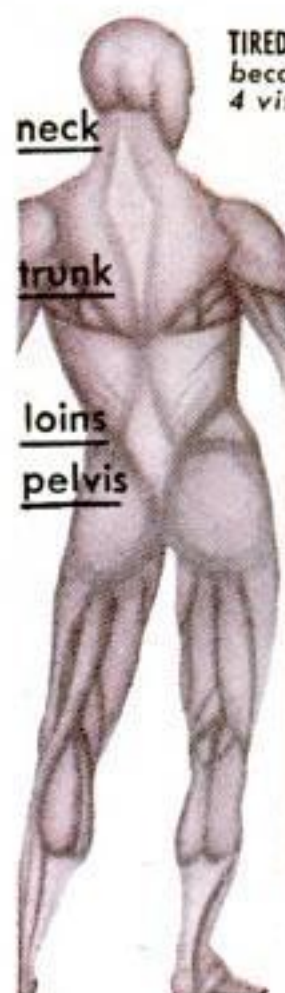
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RUSSIAN GI CONTINUED

with their muscles. Generals lived in exalted splendor with an entourage of orderlies.

Far from envying the officers, however, Boris pitied them, much as a prisoner serving a two-year term might pity a "lifer." But for his lack of education, Boris realized, he would be in the same fix—a commissioned officer in an army in which the slightest deficiency or error in judgment could lead to dire personal consequences. The officers had been invited by the Party to volunteer for officer candidate schools and dared not refuse for fear of being suspected of disloyalty. For the same reason, they dared not resign. Top-notchers and those with sufficient *blat* (finagling ability) might manage to land cushy jobs around Moscow and spend their vacations in exclusive officers' resorts on the Black Sea. But many could expect to spend years in dismal places like Siberia and Soviet Central Asia, where service is tantamount to exile.

The officers were subject to the same restrictions, and sometimes even a nightly bed check, as were the enlisted men, and though they ate off fine linen their food was not much better. One morning the men in the barracks woke to find the drains spewing blood and bristles. Investigation revealed that a group of officers had smuggled a pig in from outside, roasted it in a fireplace and flushed the guts and bristles down the toilet, fouling up the plumbing of the entire *kaserne*.

The men who really ruled Boris' life, and whom he feared most, were his sergeants—above all his *starshina* or top sergeant. Since World War II the sergeants have gained a position of power and prestige in the Soviet army far above that of noncoms almost anywhere else. They cannot be demoted by anyone less than a divisional commander. Enlisted men are required to salute them on the streets and offer them their seats in crowded buses and streetcars. Once when a visiting general stepped into Boris' barrack latrine to wash his hands before an inspection, the company orderly rushed toward him shouting, "Stay out, comrade general! If the sergeant finds you in there we'll both catch hell!"

It is the sergeants who implement the iron discipline of the Soviet army, mete out punishments and develop the spirit of absolute obedience regulations demand. "The order of a commander is law for the subordinate," says the Soviet disciplinary manual. "It must be fulfilled without question, literally and instantly." Orders are not acknowledged with a simple "Yes, sir" or "No, sir" as in other armies. The proper replies are "*Tak tochno!*" (Yes, indeed!) or "*Nikak nyet!*" (Absolutely not!). When commended, Boris was required to answer smugly, "I serve the Soviet Union"; when reprimanded, "I accept without reservation."

KP is a privilege

SHREWD operator though he was, Boris could not escape his share of punishments. They usually consisted of scrubbing the entire barracks floor or doing some additional hours of gymnastics. He would have regarded woodchopping as a vacation from his normal exhausting routine, and KP as a rare privilege since it would have given him a chance to steal food. The one restraining influence in this harsh discipline was the fact that every punishment, even verbal reprimands, had to be entered on a soldier's record. These records were checked each spring and fall by inspectors from Moscow, who regarded too many punishments in an outfit as a sign of poor leadership. As a result, a state of armed truce existed between the men and their leaders. If the officers and noncoms became too tough, a soldier could damage their careers by deliberately violating minor rules and inviting punishment. These movements were never deliberately organized. The soldiers sensed almost by herd instinct when the time had come to make trouble.

As a solution to this disciplinary deadlock, the colonel resorted to beating minor offenders with his swagger stick. Boris preferred this to the drawn-out tedium of regular punishment, and his officers liked it because nothing appeared in his record.

Politics provided another loophole for easing discipline. Culprits could avoid punishment if they could prove their misdeeds were inspired by the proper political motives. One day a detested sergeant made the mistake of calling Boris a *nekulturny kolkhoznik*. Boris knocked him flat. The consequences of this act ordinarily have been frightful, but the court-martial decided—as Boris knew it must—that to be called an "uncultured collective farmer" was an insult no Soviet soldier could tolerate. Boris was exonerated. The rash sergeant was demoted and given a long course of political indoctrination.

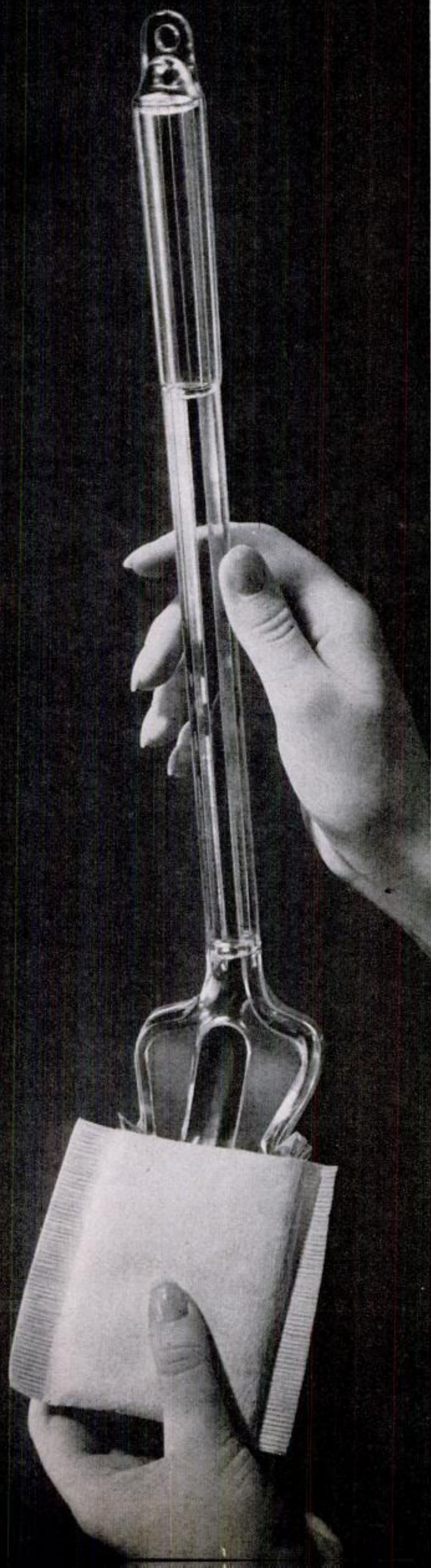
In one respect this occurrence was highly unusual. It was not uncommon for the resentment bottled up deep inside a man to burst out suddenly into violence, but *strakh*, or fear—in this case

CONTINUED ON PAGE 200

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Clean toilet



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You'll get more wear and satisfaction from your shoes when they have AVON Du-Flex SOLES with this Solemark of Quality. It's a recommendation for the quality of the shoes, and your assurance of good value for your money.

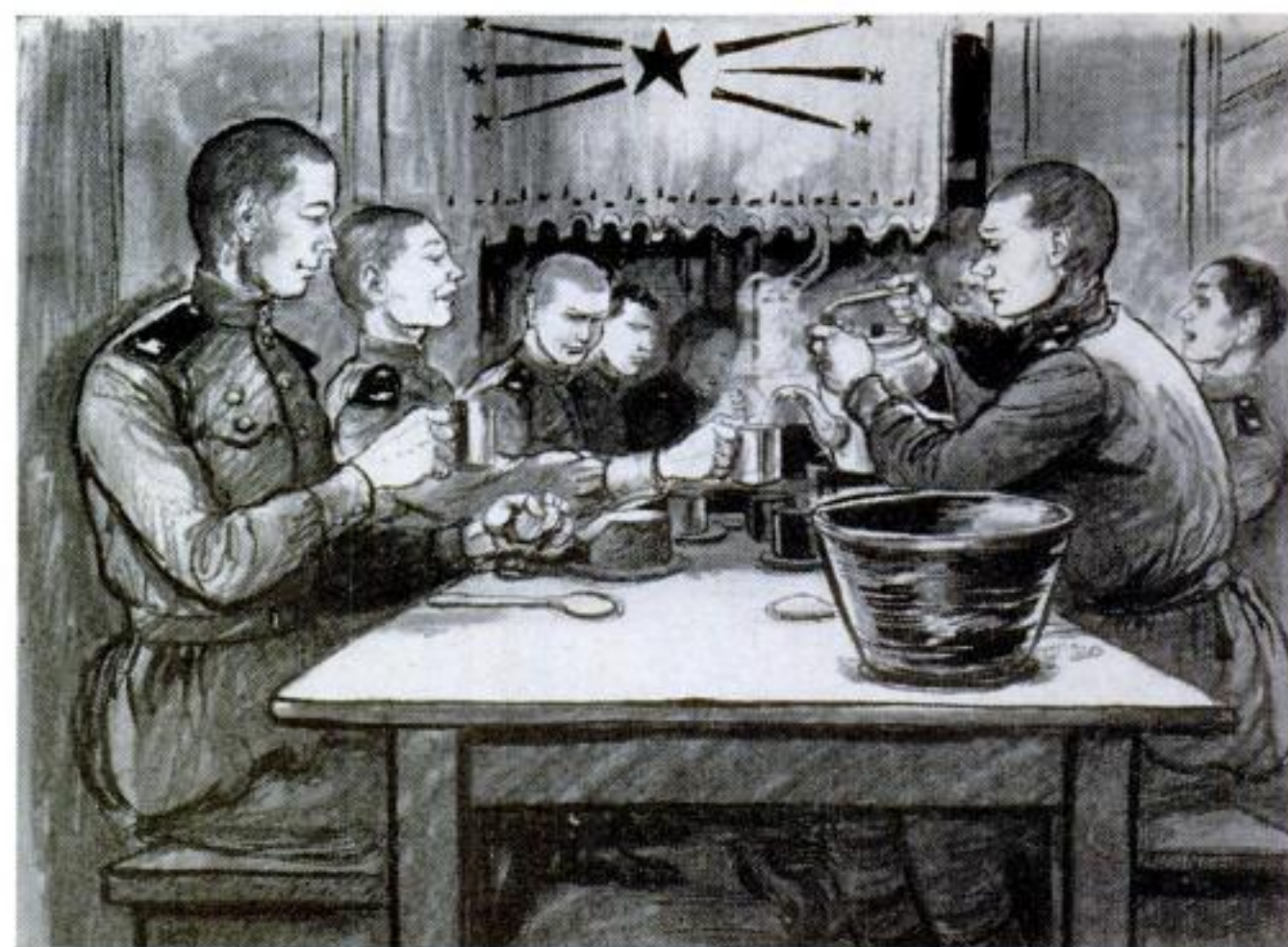
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Waterproof, firm, spike sockets molded in.

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Grips firmly, looks massive, walks light.

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Light velvet tread for professional wear.

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For forty-three years specialists in fine sole materials
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BREAKFAST includes tea and *kasha*, the Russian cereal which men call "shrapnel" because they are always spitting out its hard, uncooked kernels.

RUSSIAN GI CONTINUED

the fear of authority—was so powerful that it usually took the form of self-destruction. Men gone berserk lashed out at themselves rather than at the force that was oppressing them. One man in Boris' regiment smashed a latrine mirror and cut his throat, another jumped from the roof onto the concrete courtyard. Later, during fall maneuvers, he was to see men walk deliberately into a hail of machine-gun bullets or fall down before the treads of oncoming tanks. Security officers listed such deaths as accidents. A moody soldier who tried unsuccessfully to kill himself by swallowing a bowl of salt was court-martialed on the charge of "wasting state property."

Actually Boris had very little time to brood about his troubles. Every minute of his 17-hour working day, from reveille at 6 a.m. to taps at 11, was accounted for. In the hour and a half before breakfast he had to do physical exercises, wash, clean his barracks, stand inspection and if he had any time left, engage in musketry drill. After breakfast there was a half-hour of political instruction, then six consecutive hours of classes—a staggering total as compared to the practice of other armies. Efforts were made to alternate book-learning periods with exercise to keep him alert. The men never marched from one place to another without singing. Boris would have preferred the folk songs of his childhood, but the platoon's *zapevala* (song leader) chose only modern ideologically correct tunes.

Lunch, served at 2:20, was followed by the "dead hour" during which the exhausted men slept. Then came two more hours of military training and weapon cleaning and two hours of "cultural" training, during which Boris could attend young Communist meetings, curl up with a good patriotic novel, listen to Radio Volga, play chess or dance by himself, or—when the political officer was not about—chat quietly about his two favorite topics: women and what he would do when he got out of the army. "Personal hour," from 9:30 to 10:30 at night, was the only time Boris had to shave, clean his boots, wash his uniforms and write home.

At 10:30 p.m. the men were mustered for the ceremony of *poverka*, during which a roll of the company's wartime heroes was called. When a hero's name was read, someone called out, "Died the death of the brave," if he had been killed, or, "Absent on indefinite leave," if he were demobilized. Every discharged living hero still received his pay, rations and uniform allowance, and had a bunk in the regiment with his name on it.

At 10:45 began the 15-minute evening walk during which the companies marched up and down the parade ground, each bellowing a different marching song. The din was indescribable, but the purpose wise. It cleared the men's lungs and made them breathe deeply before going to bed. Taps sounded at 11. Seven hours later Boris arose in a tired daze to do it all over again.

The extra hour in bed

THE only variation in the routine occurred on weekends. Saturday afternoon the *kaserne* was policed, tanks and other equipment repaired and trenches dug for next week's problems. On Sundays Boris was allowed to loll in bed an extra hour. The

CONTINUED ON PAGE 202



SHOWING HIS GOLF SCORE, this gentleman is relaxed yet neat in brown Silk 'n Tweed. Not loose and baggy, new fall suits have more freedom in armholes, across shoulder blades. (The lady, too, wears a Hart Schaffner & Marx.)



"SUNDAY BEST" would certainly apply to this gentleman's gray hairline-striped worsted suit. His companion (chic in her new Hart Schaffner & Marx suit) admires this season's trim, youthful appearance as opposed to V-shaped exaggeration.



TOP BRASS OR JUNIOR EXECS, businessmen look trim and neat in their new fall suits. The gentleman pointing to the chart wears a 2-button, patch-pocket model. His associate prefers a 3-button, flap-pocket, center-vent suit. Both are typical of the new Trend.

NEW TREND IN MEN'S CLOTHING

What to look for when you buy a fall suit

The American male is undergoing a change of style in clothing. He is bidding farewell to exaggerated broad shoulders, wide lapels and "drape" appearance. In its stead he is embracing a new natural look of tall, trim neatness.

This new style features a more natural shoulder line and somewhat straighter body line. Nowhere is it better expressed than in the new Hart Schaffner & Marx body style called, appropriately, the "Trend."

Introduced quietly last spring, the new "Trend"

body style was the first visual change in men's fashions in a long time. Retail sales immediately proved that men of all ages were ready for something new. As far as they were concerned, the "Trend" was it!

Just what is the "Trend"? What makes it new and different? Shoulders have been given a more natural, not-so-wide look. Lapels have been slimmed down, buttons placed somewhat lower and virtually all suggestion of waistline eliminated, front and back. The small pictures at the bottom of this page

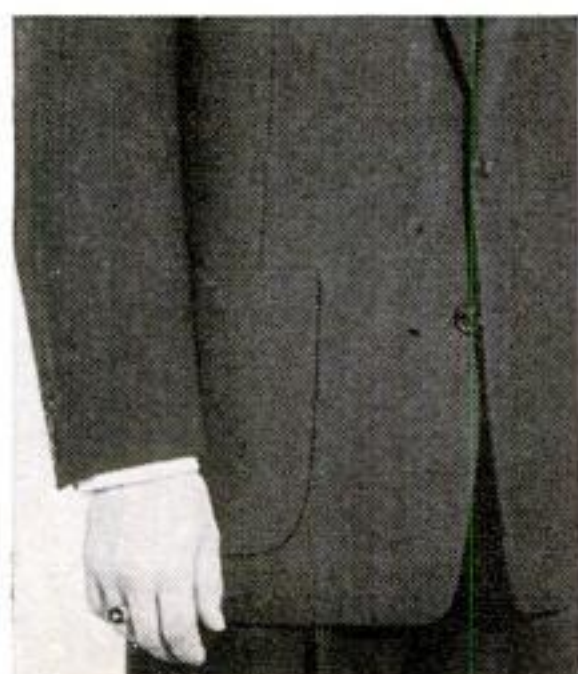
show these various changes of style in detail. And all these details in the "Trend" add up to a neat and youthful look of slim straightness.

Hart Schaffner & Marx reports that "Trend" suits are available at retail stores in scores of interesting fabrics and eight model variations—as well as in sport coats and tuxedos. All are tailored in the fine manner traditional with Hart Schaffner & Marx.

HART SCHAFFNER & MARX®



LAPELS ARE LONGER and narrower in the "Trend" with the lapel notches placed somewhat higher to add to the effect of height.



BUTTONS ARE LOWER. There is practically no hint of waistline... front or back. The coat of the new "Trend" is slightly longer.



SHOULDERS MODIFIED, more natural looking and not so wide... but *not* sloping. The padding in the shoulders is lighter.



STRAIGHT LINE EFFECT where the sleeve joins the shoulder and all the way down the coat... completes the tall and trim look.



THE TRUMPETER LABEL long the mark of distinctive tailoring by Hart Schaffner & Marx... "first name in men's clothing."

rest of the day he spent on "volunteer" sports, including detested track and field contests, in his two-tone underwear.

It might be thought that with this strenuous physical program Boris would have welcomed the political instruction periods as a chance to rest. Such was not the case. Communists consider the spiritual indoctrination of troops even more important than their military training, and have long since discovered that a state of semi-exhaustion is an ideal time to wash men's brains of dangerous thoughts and implant "correct" ideas in their stead. Boris had to take voluminous notes while the instructor droned on, memorize the political tracts he was given and be quick to come up with the right answer. He studied the glorious history of his regiment until he could recite it by heart, learned the disgraceful fate that awaited it if it lost its banner in battle and the wonderful things that would happen if he fought heroically. A Gold Star Medal would entitle him to the Order of Lenin and to have a bust of himself erected in his village square. For two or more gold stars he would get a full-length statue. His fighting spirit was stimulated not merely by appeals to Communism—which had proved so ineffective with the Russian masses in the last war—but by old-fashioned "love of motherland."

He was also taught that American soldiers were uncultured and cowardly rapists, and only amateurs at war, whose principal talent lay in torturing civilians in the countries that they occupied. They must be feared, however, because they and their satellites far outnumbered the Soviet forces and held life cheap. In battle, the "Yankee hordes," Boris learned, would throw their lives away with true "occidental fatalism."

It is a tribute to the toughness of the human mind that despite the intensity of this indoctrination Boris retained a surprising degree of skepticism. His own experience taught him to suspect everything he heard—he had been forced to "volunteer" for too many things and had sat through too many lectures about the Soviet Union's agricultural prosperity with letters in his pocket telling how bad conditions were on the farm at home. When some statement in the political officer's talk outraged his intelligence too flagrantly, he could take a sly revenge by inquiring innocently, "If the American soldiers are such cowards, comrade lieutenant, how did they manage to hold on in Korea at all?" But neither in public nor private did he ever dare express open doubt about what he heard, or "beef" about conditions as Western soldiers do. The farthest he went when things became really bad was to mutter, "Oh, mama! Take me back to your womb."

A channel to the brass

AND despite the tedium of their instruction, the Communist political officers—the successors to the commissars—were respected by Boris. They may have spied on officers and men, which many Westerners believe is their chief function, but they also led by example, and their many medals attested to the distinguished records they compiled in the last war. The Germans discovered that if a disabled Soviet tank continued to fire until its last shot was spent, or a surrounded unit held out until every man was killed, a political officer was likely to be found among the dead. In peacetime they combined the functions of teachers, athletic directors, librarians, "atheistic padres," psychiatrists and much else. If he had a complaint or serious personal problem, Boris could go, without permission of his superiors, straight to the exalted chief political officer who had a special channel direct to the top army political administration.

But he didn't bother to read the political officers' "wall newspapers" awarding praise or blame unless his own name happened to be mentioned. He detested the "socialist competitions" they sponsored to reduce gas consumption in the trucks or to master the works of Lenin. He was bored with the free Sunday night movies in which unbelievably handsome Soviet soldiers always defeated the powerful but depraved enemy, after interminable speeches of loyalty. Yet he knew no other way of life and had no ideas other than the ones they showed him. The democratic world of free ideas lay less than a hundred miles from him but Boris was as effectively insulated from it as if he lived on another planet.

As his military year progressed, Boris became, in some respects, one of the best-trained soldiers on earth. He knew his instruction manuals by heart, developed the endurance of a mule and the agility of a ballet dancer, practiced concealment until he could camouflage himself as well as a chameleon, and almost as quickly. He dug foxholes, trenches and gun emplacements until he could move more earth per minute than any other known form of animal life

CONTINUED ON PAGE 205



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of all ironing table covers

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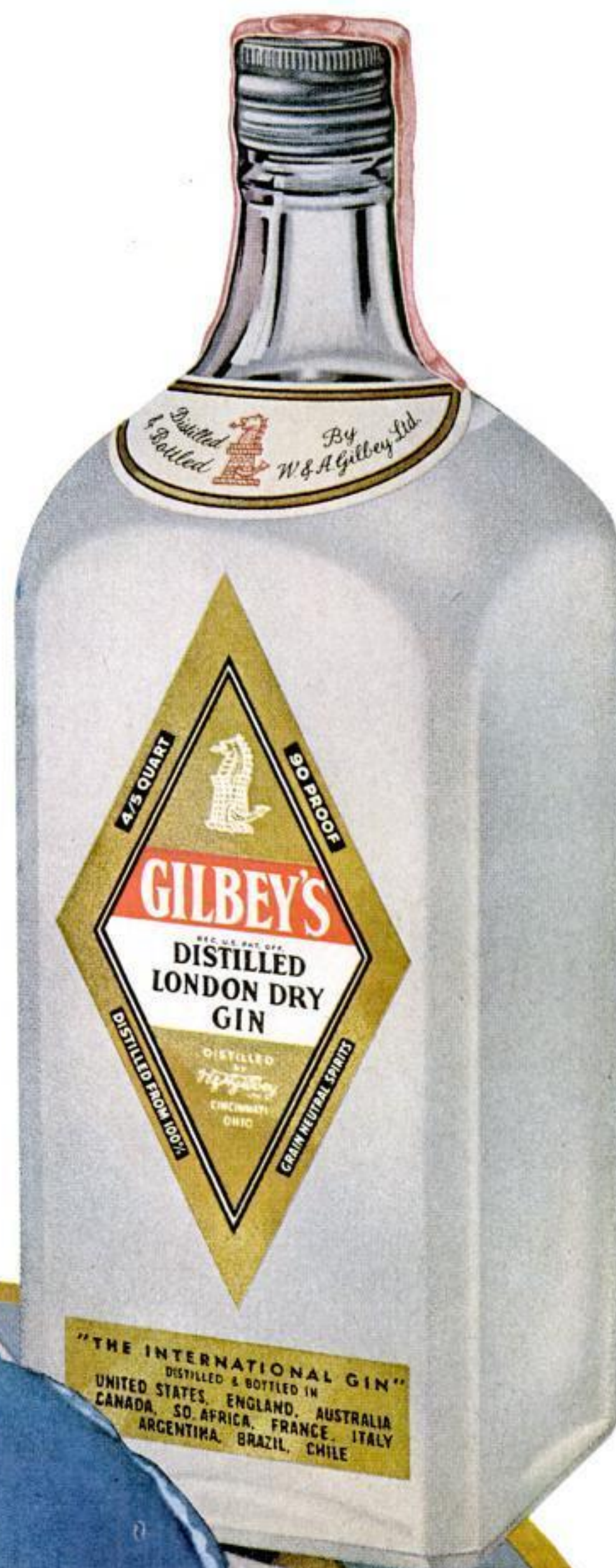
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it's **dry**, naturally dry... **clear**, crystal clear...
the **right proof**, 90 proof... and the **right taste**
for perfect mixing.



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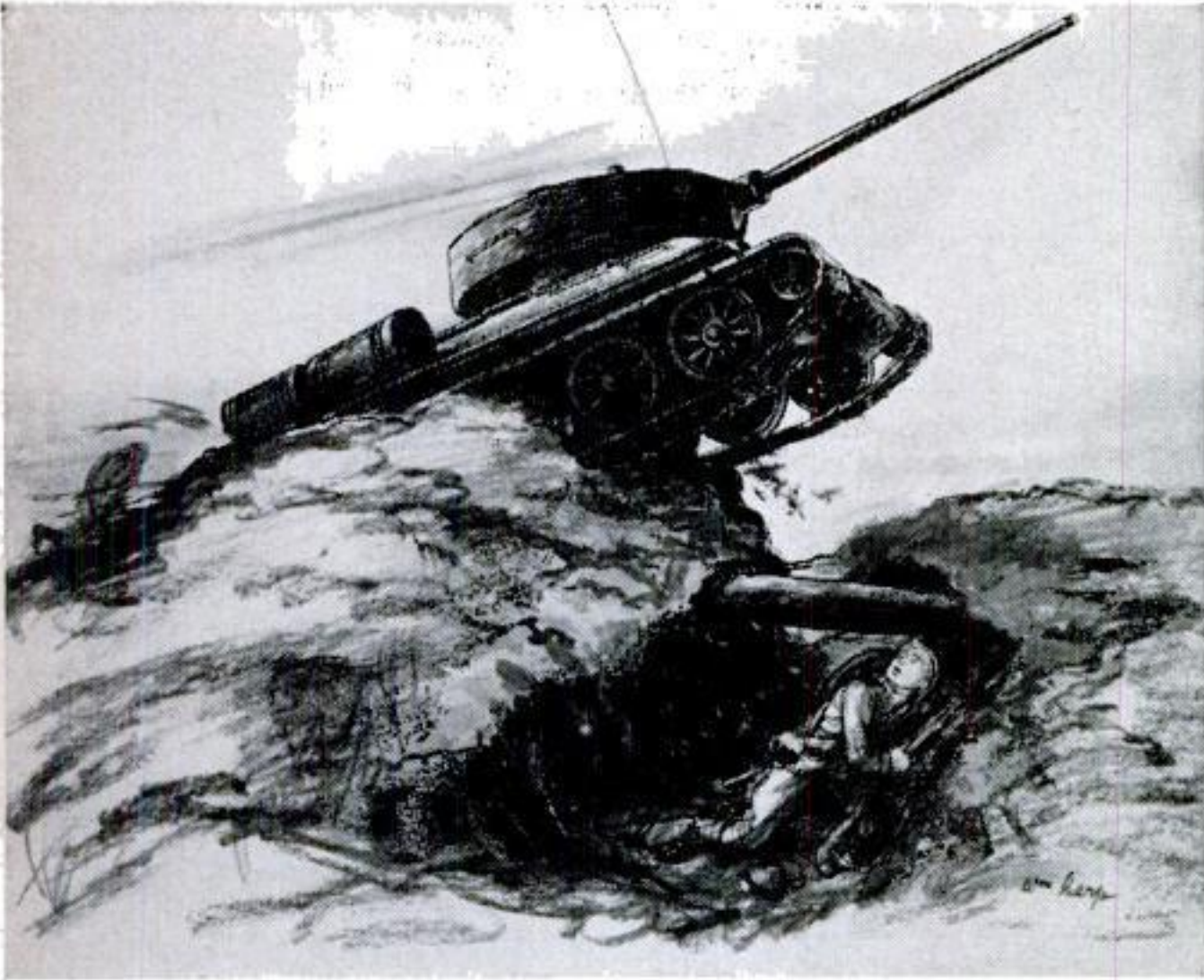
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Look for this informative tag that guarantees quality



REALISTIC WAR GAMES help accustom Boris to advancing behind a "live" barrage, firing real bullets, crouching in a trench under a real tank.

RUSSIAN GI CONTINUED

—the grounds around the *kaserne* were as pockmarked as the surface of the moon. He could bear pain with stoic patience, move fast and far in his easy-swinging gait and get along on practically nothing. He became a master at improvisation and living off the land when in the field.

But in other respects Boris was less than completely ready for real fighting. Much of his training consisted of repetitious book learning and lecture theory. He practiced sighting his rifle and squeezing the trigger every day of his military life, but he actually fired it only 18 times a year—and then only in dribbles of three or four shots at a time. The Tommy gun, which was supposed to be his alternate weapon, he never fired at all. Furthermore there was not enough fuel to give all the tank crews complete workouts, nor enough shells to permit all the artillerymen to fire their cannon. One experienced crew put a tank through its paces, the best-rated gunners fired a few shells while the rest sat around in boredom and watched. Truck drivers were fined a ruble for each four liters of gasoline they expended over their allowance.

The platoon's marvelous marksmanship

ALTHOUGH Boris never qualified as a marksman with a rifle, his lieutenant invariably "qualified him with his pencil." He always got good shooting grades on his record since the company "norm" had to be maintained. Such petty cheating, not unknown in other armies, has developed into a fine art in the Red forces. Boris' platoon was once marched out to the rifle range to impress some visiting Czech officers with Soviet marksmanship. As each volley rang out he was astonished to see red flags go up at every target, denoting bull's-eyes. He had never seen such shooting before. On the third volley three rifles failed to fire, but the red flags went up just the same. The Soviet officers purpled with embarrassment. The Czechs looked discreetly away.

What he lacked in rifle practice Boris more than made up for in hours of bayonet attacks and in hurling dummy grenades. At first he enjoyed charging across the maneuver ground amid the fire-crackers, smoke pots and pop-up silhouettes of enemy soldiers, while sergeants whirled big wooden noisemakers to simulate machine-gun fire. But the everlasting repetition soon bored him. On field problems, he became adept at getting "lost" in the woods where he could stretch out under a tree for a half-hour nap. Sometimes the woods became quite full of "lost" men with the same idea. By common consent some acted as sentinels to warn of approaching officers.

The climax of the year's training came in the fall when Boris' division joined the others for the big annual war games. Here, for once, ammunition and fuel economy were relaxed. Boris lay deep in his foxhole while tanks rolled over him, advanced behind a wall barrage of live shells as machine guns spat real bullets and jet fighters spewed rockets overhead. On this realistic mock battlefield he learned not to shy away from the wall of smoke, dust and flying fragments but to race alongside the tanks and fling himself

CONTINUED ON NEXT PAGE

*A luxury
that actually
does you good*



Norman
Randall

*You should use it
You'll like to use it...*

MORE MEN come to them for help for skin infections *due to shaving*, dermatologists say, than for any other cause.

These infections often spring from tiny nicks and scratches you can't even see. Often, these tiny cuts become more serious than major ones because you take care of major cuts but neglect little ones.

Yet this need not happen—if you use Aqua Velva regularly after every shave. Two special ingredients in Aqua Velva automatically help take care of any break in the surface of the skin. The tingling

sensation you feel when you apply it is *proof* of Aqua Velva's action.

Why you'll like Aqua Velva

In addition to the tingling sensation and pleasant aroma—found in Aqua Velva alone, you will enjoy the feeling of well-being and being well-groomed.

A 5-second dash of Aqua Velva gives the perfect final touch to your shaving routine. Favorite of men the world over, it is a luxury you owe to yourself. Get a bottle today!

P.S. to Wives: Give him the luxury lotion he'd buy for himself! Distinguished gift bottle, 11 ounces.

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LOOK LIKE NEW!



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drycleaner who uses
Stā★Nu
the miracle fabric finish

Sta★Nu finishing restores the life-giving textile oils lost through wear and cleaning. Fabrics get back their original "bounce"—feel rich, soft and smooth—like new again.

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Sta★Nu has been used and recommended for years by the nation's leading clothing manufacturers to improve new garments. Imagine what Sta★Nu will do for clothes that have been cleaned a few times!

Double your money back

Send a suit or dress to your local Sta★Nu drycleaner. We'll pay you double the cleaning bill if you don't agree it's the best drycleaning job you ever saw!

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COSTS NO
MORE THAN
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DRYCLEANING!

RUSSIAN GI CONTINUED

into enemy emplacements the instant the barrage moved on, before the machine guns could open up and cut him to ribbons. There were casualties and several deaths during the exercise but these were expected.

This ended the first year's training. The regiment returned to the *kaserne*; the second-year men were discharged and sent home, a new class of draftees arrived to take their places, and Boris was made a private, first class.

Boris' second year in the army would have been much the same as the first had not a totally unforeseen event occurred. Last June the workers of Germany rose in rebellion against their Communist overlords. The Kletskaya Regiment was in summer camp at the time, living under canvas. Within two hours after the order came in, it had broken camp, fueled, armed and provisioned itself and was already rolling down the Autobahn to Berlin—a speed of mobilization that amazed Western military observers on the other side of the line.

A Soviet column on the march is normally a noisy thing, with the officers and men shouting, joking and cursing at each other. But this time, except for the bark of engines and the grinding of gears, the column moved with unwonted silence, even though this was one of the rare occasions when the troops were allowed outside their walled military reservation.

Not a gun is raised

WHEN they reached the scene of the disorders they still sat quietly in their vehicles. Stones began flying at them; one struck Boris in the cheek but he neither flinched nor cursed. Two daring German youths mounted the Brandenburg Gate to tear down the Red flag, making themselves easy targets against the sky. Not a Russian gun was raised or ordered raised against them. When the stoning increased in violence the Russians unlimbered their guns, then fired over the heads of the rioters. The Volkspolizei ("Vopos"), or East German people's police, fired into the crowd, although possibly out of panic.

Just what Boris might have done had he been ordered to shoot into the rioters is a difficult question. (A few days later in Magdeburg some Soviet troops did refuse to fire into a German crowd and were promptly executed.) In any case U.S. intelligence men would like to know exactly why Boris and his comrades were so silent and passive. Was it simply that they obeyed orders? Or was it out of resentment at being assigned what was essentially a security, or Volkspolizei, job? Or was it in astonishment at anyone successfully defying Soviet commands? Could it have been out of fellowship and sympathy for rebels against hunger and overwork?

As of last week East Germany's stability was apparently uncertain enough to prevent Boris from being demobilized and sent home. But possibly the uncertainty existed less in East German politics than in the minds of Boris' superiors who may feel that his glimpse of actual rebellion against the Soviet way of life is too dangerous a memory to be carried back home immediately. In any case, Boris still stands guard in Germany, dogged, patient, superbly conditioned—and, despite any doubts, likely to accept whatever future may be decreed for him.



STOLID AND UNFLINCHING, Boris and his comrades keep perfect discipline in their truck while the Berlin rioters hurl stones, imprecations at them.



More men
smoke
mild, tasty

**Prince
Albert**

than
any
other
smoking
tobacco



R. J. Reynolds Tob. Co.,
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Relieve
**TIRED
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Ask for
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1. Relieves Hot, Tender, Tired, Chafed, Sensitive Feet...
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You'll find this scientifically compounded foot powder delightfully soothing, refreshing. Start using Dr. Scholl's Chlorophyll Foot Powder today and make it a daily habit. At Drug, Shoe, Dept. Stores and Dr. Scholl's Foot Comfort Shops.



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CHILD'S AUTO WITH MOTOR**

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You cannot say some things as well as you can show them

When I was a medical student at Northwestern in the twenties, there was little that could be done for a patient with pneumonia. Then came serums, then sulfa drugs, then penicillin and the other antibiotics. Now pneumonia is no longer the dread disease it was.

There are many factors involved in the tremendous strides medicine has made in the past twenty years. One is the wide dissemination of news of medical advances.

LIFE has played a major role in bringing this sort of news to people. You cannot say some things nearly as well as you can show them, and LIFE consistently uses pictures that are an international language in science and medicine. Almost anyone can understand them.

I like the calm sensible manner in which LIFE reports medicine and science in general. In the field of the heart, my specialty when practicing medicine, it is very easy for an article to be frightening and upsetting to a patient. I recall LIFE's reports on the heart as strictly factual and optimistic, as, of course, they should be.

Because of reports of this kind, I think that the public now makes more intelligent use of its physicians and is more inclined to give time and funds to the work of universities, hospitals and other research centers for the further advancement of knowledge.

LIFE's lighter side also interests me. That feature on a Sigma Chi initiation reminded me

of my own initiation years ago at the University of Utah. Those boys smoking those big cigars! It would be interesting to know how many were sick the next day!

Many LIFE pictures are never forgotten. One I remember vividly was of a mandrill, a type of baboon, photographed in water. He was the saddest, maddest monkey I've ever seen. It wasn't the picture of the week, it was the picture of the century.

My family has read LIFE from the first. Every member gets something from it, including my son who has been encouraged to take up amateur photography. In fact, I believe LIFE is the only magazine we receive that is read by everyone in the family. All of us understand our world a little better as a result.

By **DR. J. ROSCOE MILLER**, president,
Northwestern University



Life Goes to *A Belated Wedding Party*

DUTCH COUPLE IS TOASTED AND HOISTED

When Hendrik Kuiper and Jansje Olijve became man and wife 12 years ago in Amsterdam, the German army was there, and the time didn't seem right for a wedding party. Sentimental Jansje always regretted this and kept after Hendrik till this summer he finally agreed to have one. The oldest Kuiper children were big enough to enjoy a party, Hendrik's second-hand clothing store was doing well and Jansje had a frilly hat she wanted to wear. They rented a hall and invited about 50 of their solidest friends to their belated party. The jubilant guests danced tirelessly to accordion music, played games and toasted the happy couple. Beppy Brand, 14, sang a torch song, and Jansje Kuiper, 2, fell asleep on the broad lap of Alie Kraaijeveld. At dawn the party finally broke up, and the bride, collecting her sleepy children, was able to slip away home at last.



WAYWARD HUSBAND, Hendrik, takes up with doll made out of old clothes to make fun of his business.



HAPPY PAIR, Jansje, in a frilly hat, and Hendrik, in stiff morning clothes, concentrate on footwork during dance.

DANCER'S DILEMMA is how to make a lap for partner to sit on when whistle blows. Couple at left do it right.

HOISTED HIGH on friendly shoulders, Kuipers clasp hands as guests sing a Dutch song called *They Live High*.



"Oh! my
aching feet!"



**Aching feet feel better
instantly with this
cool, soothing relief!**

● When feet get overtired, they can torture your entire body with aches and pains. They make every step agony . . . make it hard for you to "stay on the job."

That's why it pays to act fast at the first sign of painful foot fatigue . . . rub those aching feet with Absorbine Jr. and feel its cool, soothing relief—instantly!

Medically recognized for quick, effective help, Absorbine Jr. soothes the sore spots . . . helps counter the pain-causing irritation . . . brings grand relief in minutes!

When your feet feel better, you feel better! Get Absorbine Jr. wherever drugs are sold . . . \$1.25 a long-lasting bottle, or send for free sample.

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Fast relief
for sore,
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Send for FREE sample —

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Please send me a free sample bottle of
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DANCING DAUGHTER, 2-year-old Jansje, named after her mother, is gently twirled around dance floor by Bob Kraaijeveld.



ENRAPTURED DAUGHTER, 6-year-old Hennie, wearing her mother's wedding hat, squats on floor while studying dancers.

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**"Action-Proof"
Protection!**

Your most effective deodorant for
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Only Odo-Ro-No has new "Action-Proof"
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Use daily for complete 24 hour protection.

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Send name,
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Everyone will say,
"oh my"
when Dolly
and me
go strolling
by!

"Almost-real"
SARAN HAIR
that combs,
brushes, washes
and sets.

she walks

**EEGEE'S SUSAN
STROLLER**

I'll be the proudest "Mommy" in the
neighborhood when I take Susan
Stroller out walking. Susan can walk
with me and turn her head as she
walks. She sits, cries, sleeps!



23" tall **\$11.98**
only
(slightly higher in west)

easy to buy on the

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RESERVE SUSAN STROLLER
NOW FOR CHRISTMAS**
at your favorite store!

EEGEE DOLL, Div. of Goldberger Doll Mfg. Co., Inc.
New York 10, N. Y.



His M-1 Jammed!

*Corporal
Rodolfo P. Hernandez, U.S. Army
Medal of Honor*



0200 HOURS! Suddenly the pre-dawn blackness on Hill 420 split into crashing geysers of orange flame. Behind the barrage, yelling, firing, hurling grenades, a horde of Reds pushed up the hill toward G Company's position.

A hot fire fight began. It lasted several hours. Finally, out of ammunition and suffering heavy casualties, G Company began to withdraw. Corporal Hernandez stayed, throwing grenades and firing his remaining rounds.

Then his M-1 jammed, with a ruptured cartridge in the breech. Fixing his bayonet, he leaped out of his foxhole and disappeared in the darkness toward the attacking Reds.

They found him in the morning, wounded, ringed with enemy dead. But he had stopped the attack—*alone.*

"A man couldn't fight at all," says Corporal Her-

nandez, "if he weren't fighting for good things—peace, and a job, and a chance in the world. That's why I'm thankful to all the people like you who've put so many billions into United States Defense Bonds. Bonds help fight Commies, sure. But they're also a stockpile of prosperity—for you; for our country. A guarantee to men like me that we can come home to a secure future."

★ ★ ★

Now E Bonds pay 3%! Now, improved Series E Bonds start paying interest after 6 months. And average 3% interest, compounded semiannually when held to maturity! Also, all *maturing* E Bonds automatically *go on* earning—at the new rate—for 10 *more* years. \$18.75 can pay back \$33.67. \$37.50 pays \$67.34. And so on. Today, start investing in U.S. Series E Defense Bonds through the Payroll Savings Plan where you work. Eight million fellow Americans find it a wonderfully easy way to save because it fits *any* pay check—you can sign up to save as little as a couple of dollars a pay-day! If you're self-employed, ask your banker about the convenient Bond-A-Month Plan.

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!

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MUSHROOM CLOUD OVER PARIS

At 4 p.m. on a recent muggy day in Paris, Photographer Pierre Boulat was driving calmly along the Champs-Élysées when he noticed a heavy, familiar-shaped cloud forming above him. Boulat stepped on

the gas and sped to a hilltop five miles away. There he unlimbered his camera to make this ominously beautiful picture of a thunderstorm breaking over Paris, looking for all the world like an atomic explosion.



The 'Rose'

whose thorns are
the horns of a bull

1 "A raging bull is a tough customer. I know—I faced bulls myself with natives I met in the south of France. But snatching a rosette of ribbon from between the horns of a bull is no sport for beginners," writes an American friend of Canadian Club. "At Saliers I watched my bull-fighter friend, Charles Fidani, attempt this daring maneuver. Suddenly he fell. As he regained his feet, I rushed out to distract the snorting bull . . .



2 "Raised to be ornery, the bull had acted up when we'd fastened the rosette to his forelock. I kept my distance. But when I saw Charles fall, I threw caution to the wind. Seeing me, the brute charged. I had to run for it . . .



3 "Taking bigger risks than any Spanish matador, Charles had really earned his prize. He'd reached right between the vicious horns of the rampaging bull to seize the 'rose'—but his trophy became my souvenir. 'Going into that ring took real bravery,' Charles said, and he handed the hard-won ribbon to me . . .



4 "That was a gesture I felt deserved returning, and at a sidewalk cafe nearby, I found just the way to repay Charles' compliment—with a round of Canadian Club!

5 "Outside of France, few know about the 'Game of the Ribbon.' Luckily for me, Canadian Club's fame is more widespread—it's a favorite almost everywhere I go." Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.

Yet it has a distinctive flavor and character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is one and only one Canadian Club, and no other whisky tastes quite like it in all the world.

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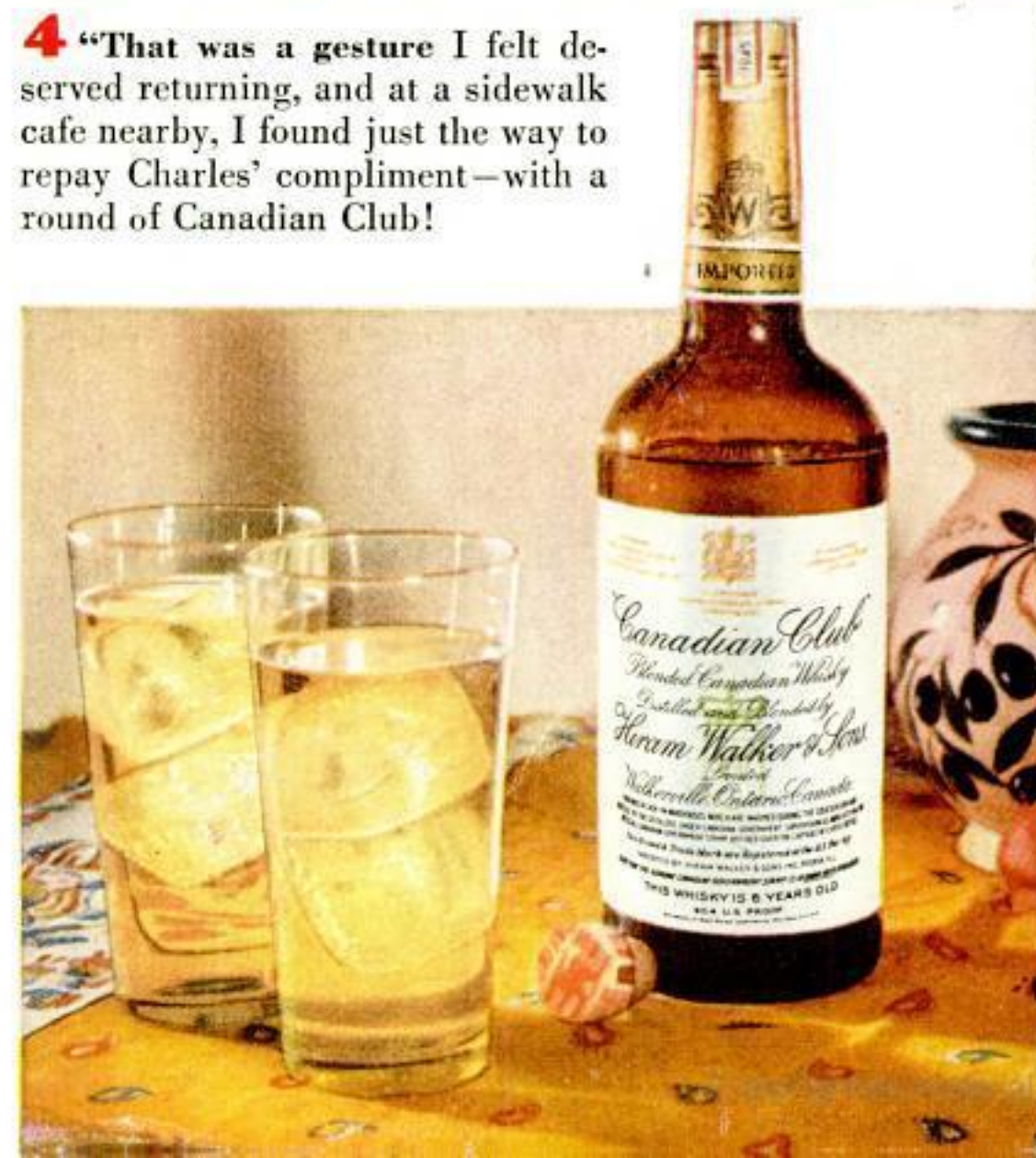
"Canadian Club"

IMPORTED WHISKY • MADE BY HIRAM WALKER

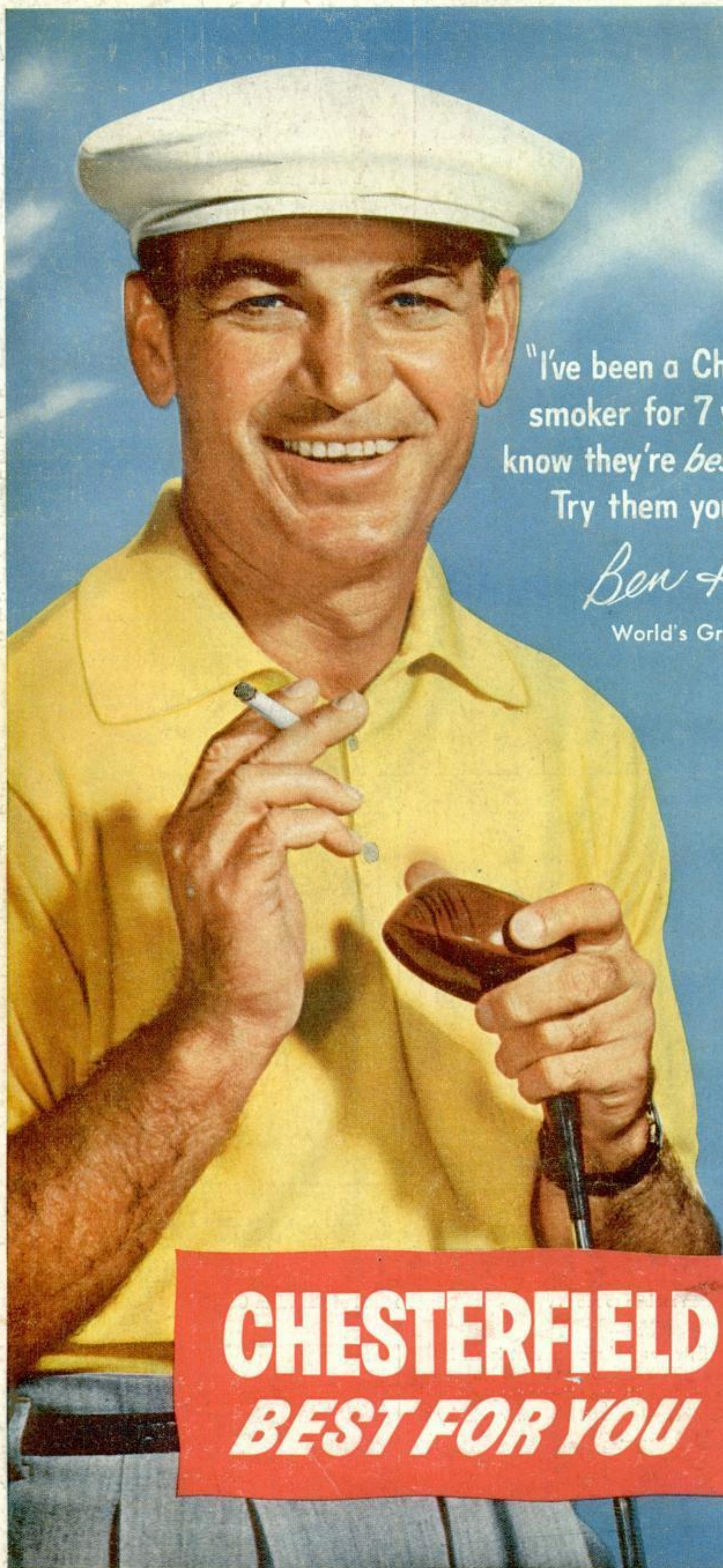
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"I've been a Chesterfield smoker for 7 years and know they're *best for me!*
Try them yourself."

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1. Chesterfield Quality Highest

15% higher than its nearest competitor and 31% higher than the average of the five other leading brands...based on recent chemical analyses giving an index of good quality for the country's six leading cigarette brands. *The index of good quality table—a ratio of high sugar to low nicotine—shows Chesterfield quality highest.*

2. No adverse effects to nose, throat and sinuses from smoking Chesterfield.

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3. First with premium quality in both regular and king-size.

Much Milder with an extraordinarily good taste.

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